



WWMR, Inc. Announces Launch of New Pain Clinic Monitor

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FOR IMMEDIATE RELEASE

SAN FRANCISCO, June 4, 2008/PRNewswire/ - Launch of the Pain Clinic Monitor, a new audit of Pain Clinics was announced today by WWMR, Inc. a leader in pain reporting and analysis. First quarter 2008 results are now available, providing details on 2000 patients, the drugs they are prescribed and why, treatments received in the office, drugs discontinued and why, as well as additional valuable details.

The Monitor is a monthly audit of a balanced selection of 100 Academic and Office-based Pain Clinics, each reporting treatment details for 10 patients, and is the basis for the 27 Pain Condition Profiles provided as part of the deliverables. Companies, products and messages are also captured, as the clinicians report on detailing visits for up to five representatives each month.

Speaking on the occasion, Susan Olsen, President, WWMR, said "Pain control has become a high priority due to the rise in patient expectations for quality of life. This, together with the increasingly chronic nature of many diseases has expanded the need for ongoing pain control, resulting in growth in the number of Pain Clinics to more than 2000. The Pain Clinic Monitor presents a fresh new focus on point of care pain prescribing, and a significant opportunity to obtain actionable findings for Product Development as well as Marketing and Physician Education activities. The Pain Clinic Monitor is unique - there is no other comparable product available to companies focusing on the treatment of pain."

WWMR, Inc. is a marketing research and strategic consulting and publishing firm with global capabilities, known for conducting focused and solution-oriented research across all phases of drug development.

In support of its extensive services and growing client base, WWMR, Inc. has an experienced staff of Senior Consultants and Market Research Analysts. WWMR, Inc. also continues to expand its line of EP Publications over the coming year, with 2008 U.S. Neuropathic Pain Report – this fourth edition will feature two new chapters – Fibromyalgia and Neuropathic Cancer Pain.

Together with the launch of the new website (www.wwmr.com) in May of this year, WWMR, Inc. continues to demonstrate its commitment to providing cost-effective business decision support to its Pharmaceutical, Biotech, medical device and diagnostics clients who want to optimize the revenue potential of their product portfolio through effective business decisions.

WWMR, Inc. designs and executes research which brings clarity, reveals innovative opportunities and provides deeper understanding across all phases of drug development. This enables our clients to:

- Demonstrate the commercial value of product/partnering opportunities
- Optimize the revenue potential of their product portfolio
- Identify and evaluate additional business opportunities

For more information about the Pain Clinic Monitor and other services provided by WWMR, Inc., please contact Michelle Nordstrom, Office and Production Manager at the Corporate Headquarters:

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Companies:

aaPharma, Merck, Abbott, Mundi Pharma, Adolor, Napp Pharm, Almirall Prodesfarma, NeuroSearch, Altea Therapeutics, Newron Pharmaceuticals, Alza, Nippon Kayaku, Astra Zeneca, Novartis Pharmaceuticals, Avigen, Pain Therapeutics, Boehringer Ingelheim, Pfizer, Bristol-Meyers Squibb, Pharmos, CeNeS Pharmaceuticals, Purdue Pharma, DOV, Reckitt Benckiser/Vernalis, Durect, Rinat Neuroscience/Pfizer, Elan Pharm, Roche, Eli Lilly, Sanofi-Aventis, Endo Pharm, Schwarz, Forest Laboratories, Sosei R&D, Gedeon Richter, Teikoku Seiyaku, GlaxoSmithKline, TheraQuest, Grunenthal, Vernalis, GW Pharmaceuticals, Watson Pharm, Janssen-Cilag, Wyeth Pharmaceuticals, Javelin Pharmaceuticals, Xanodyne, Johnson & Johnson, EpiCept, King Pharmaceuticals

Leading Products Detailed:

Avinza, Lyrica, Celebrex, Opana, Cymbalta, Opana ER, Flector Patch, OxyContin, Kadian, Skelaxin Lidoderm