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**CENTRIC HEALTH RESOURCES HIRES CPR STRATEGIC MARKETING
COMMUNICATIONS**

ELMWOOD PARK, N.J. – February 1, 2008 – Centric Health Resources (www.centrichealthresources.com), a new generation health services organization focused on improving the lives of people with rare, orphan and chronic disorders, has selected CPR Strategic Marketing Communications (CPR) to provide marketing strategies and robust public relations initiatives. CPR (www.cpronline.com) will deliver communication outputs in order to support Centric Health Resource’s delivery of specialized pharmacy services, comprehensive patient centered health management services and patient advocacy support.

“We are confident that CPR will provide us with positive corporate positioning, based on the strategic public relations and marketing campaigns they have implemented for health care enterprises,” says Craig Kephart, president and CEO of Centric Health. “This expertise and experience reinforced our decision to hire the CPR team.”

Centric Health Resources is a Missouri-based health services organization that connects patients, physicians, nurses, families, pharmacies, and health benefit providers together in partnership for improved service to specialized patient populations.

“We are gratified to be selected by Centric Health Resources, a focused health management company, to implement a multi-faceted communications program reaching key market stakeholders and decision-makers in health care,” says Joseph Carabello,

president and CEO of CPR Strategic Marketing Communications. “Centric Health is a forward-thinking provider of comprehensive patient-centered health management services, and this business partnership will be productive in helping them realize their business goals.”

About Centric Health

Centric Health Resources connects physicians, nurses, health benefit providers, patient advocacy groups, pharmaceutical companies and families together in partnership for improved service to specialized patient populations. Centric is currently the most experienced and successful provider of specialized pharmacy and patient centered health management services for persons affected by AAT deficiency. For more information, please log on to www.centrichealthresources.com.

About CPR Strategic Marketing Communications

Founded in 1981, CPR draws upon its firm understanding of the challenges and successes of the healthcare industry to deliver strategically guided public relations, advertising and interactive services to a wide variety of established and emerging organizations. Our solutions draw directly upon the over 100 years of combined healthcare experience of our team to provide innovative and effective corporate and product communications campaigns. For more information, please visit www.cpronline.com, or e-mail pr@cpronline.com, or call 201-641-1911 x50.

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