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Alliance Life Sciences Selects CPR Strategic Marketing Communications to Lead National Public Relations Campaign

Bridgewater/Elmwood Park, N.J. – January 5, 2011 -- [Alliance Life Sciences Consulting Group, Inc.](#) (ALSCG; [www.alscg.com](#)), a leading management and technology consultancy recognized for defining, deploying and supporting business critical applications, has chosen [CPR Strategic Marketing Communications](#): (CPR; [www.cpronline.com](#)) to direct its business-to-business public relations and marketing communications initiatives.

“CPR’s extensive expertise in a variety of healthcare and life sciences marketing campaigns will give us a strategic advantage, and distinctly deliver our message, to better leverage our position in the marketplace,” says Edward Masterson, senior vice president of Consulting Operations at Alliance Life Sciences. “We are confident that CPR’s seasoned team of business-savvy communicators will give us a critical advantage, and we look forward to a rewarding collaboration for years to come.”

CPR will deliver a multi-faceted campaign that highlights ALSCG’s services of revenue contract management, government pricing, process and change management, contract life cycle management and information management. This strategy will position ALSCG as a national leader among biotech and pharmaceutical manufacturers, medical device manufacturers and other key stakeholders in the value chain.

“Alliance Life Sciences has made significant contributions to the healthcare market, and we are gratified to develop and execute strategies that bring these to light,” says Joseph Carabello, president and CEO of CPR Strategic Marketing Communications.

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.

About ALSCG

Formed in 1994 and headquartered in Bridgewater, N.J., Alliance Life Sciences Consulting Group employs over 150 professionals who collectively understand the business challenges of the Life Sciences industry and offer solutions for Sales & Marketing, Managed Care & Government Contracting, Commercial Operations, Information Management and Analytics. ALSCG has experience with seven of the top 10 largest pharmaceutical manufacturers as well as middle market and emerging Life Sciences firms. Contact: 866-581-4850 www.alscg.com

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