



Andrew Moody Appointed as Marketing Director of Idis

~Moody Appointed to Further Solidify Idis as a Global Leader in the management of access strategies"

Weybridge, UK, October 2008 Idis is pleased to announce the appointment of Andrew Moody as their new Marketing Director tasked with overseeing Idis's global marketing functions. Among a broad array of responsibilities, Moody will manage Idis' strategic and marketing functions, with a primary focus on strategic planning, marketing positioning and brand lifecycle management. Based at Idis' UK global headquarters, he will also have responsibility for leading the company's marketing team in the planning processes, communication and new product development initiatives.

Moody comes to Idis from Boehringer Ingelheim where he led their planning, medical and regulatory teams to develop and build their brand business. Prior to Boehringer, he was the Market Access Manager with GlaxoSmithKline and Regional Commercial Manager Asia Pacific for Glaxo Wellcome. He has also held a wide range of marketing functions for 3M, Beechams and Pfizer Hospital Products.

"Andrew's marketing experience and deep understanding of the worldwide pharmaceutical and biotechnology industries makes him an excellent candidate to further Idis' presence as a partner to organizations as they seek to provide access to their drugs to patients with unmet medical needs as well as secure comparator drugs for their clinical trials," said Natalie Douglas, CEO of Idis. "The hallmark of Idis is our customer and patient focus and with Andrew on our team we can further our dedication to this endeavor and provide important services to patients and pharmaceutical companies around the world."