

ESSRX ANNOUNCES KEY APPOINTMENTS

Parsippany, NJ, January 24, 2011 – Event Support Services Rx (ESSRX), in Parsippany, N.J. has named new officers. Annette Velotto is chief operating officer and David Ganz is chief marketing officer. In addition, William Brown is a director of business development and Barbara Rice is an executive producer. ESSRX is the parent company of Advantage Broadcast Solutions, AV Solutions, and Total Health Rewards.

Velotto, of Montville, N.J. was managing director of AV Solutions. She has 25 years of experience in operations and event planning, 20 of which have been in medical education. Prior to co-founding the firm, Velotto served as senior vice president of operations and logistics services for Boron, LePore & Associates in Wayne, N.J. and then as senior vice president of corporate services for Cardinal Health, based in Dublin, Ohio. Velotto received both an MS and BS in education from Springfield College in Mass.

Ganz, of Montclair, N.J. was the managing director of Total Health Rewards since its acquisition from Medsite (now WebMD) in 2006. Ganz was a vice president of business development at Medsite and, before that, a regional manager at Oxford Health Plans (now United Healthcare). Ganz received a BA from Colgate University in Hamilton, N.Y. and an MBA from the Mt. Sinai Medical School/Baruch College Health Care Administration Program in New York.

William Brown, of Lopatcong Twp, N.J. is an Emmy and Telly award-winning executive producer and director with over 30 years experience producing live network news, corporate media production, national and international satellite broadcasts/webcasts, and live special events. Brown's background includes event and broadcast production at b2media, C2 Creative both in New York, and most recently at Dyventive Events, in Philadelphia. In addition, Brown worked as the Department Head of Sanofi Aventis Pharmaceuticals' studios. Brown received a BS in biology from the University of Kansas.

Barbara Rice, of Ambler, Pa., has worked in the pharmaceutical and medical education industries for more than 20 years. Rice was an account director at Cardinal Health in the healthcare marketing group responsible

for continuing medical education grant proposal submissions and management. Prior to joining Cardinal Health, Rice was an ophthalmology sales specialist with Merck & Co., Inc. in New York. Rice graduated from Gwynedd-Mercy College in Philadelphia with a BS in business administration and a concentration in healthcare administration.

“Responding to the rapid growth of ESSRX’s satellite and webcast offerings, we have added new talent, as well as refocused the efforts of key staff members. We pride ourselves in being ready to meet the varied needs of our clients,” said Doug Mack, CEO of ESSRX.

ESSRX is an expert audiovisual and satellite production and support company, offering high definition broadcasts and webcasts to the financial services and pharmaceutical industry. It is the leading provider of satellite broadcast programs and is one of the largest providers of audio-visual equipment rentals. In addition, it is also the largest provider of PhRMA-compliant medically-relevant items and textbook fulfillment services for medical education and pharmaceutical company clients.

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