



R U D E R • F I N N | H E A L T H C A R E

March 8, 2005

To Whom It May Concern:

Ruder Finn Public Relations has worked with Premier Entertainment Consulting on a variety of pharmaceutical focused public relations initiatives since the mid-1990s. At the request of our pharmaceutical clients, we have worked with other consultants through the years, but consistently find that Premier Entertainment provides the highest level of client service in the business.

Amy Doner's background in health care public relations combined with her extensive knowledge and contacts in the entertainment industry provide value-added insights unsurpassed by her peers. Having been on our side of the desk, Amy fully understands our needs and the needs of our clients, and is able to make the most appropriate celebrity partnerships to meet the needs of everyone involved. Amy takes a very proactive role in helping clients navigate the contract negotiation process and ensuring that all parties are completely satisfied with the final agreement. But it doesn't stop there – once the contract is signed, Amy is there every step of the way providing counsel and stepping in when needed to address challenges as they arise.

Most recently working together on the Treat Eczema Now campaign with country singer LeAnn Rimes and Novartis Pharmaceuticals, Amy and her team went above and beyond the boundaries of our working agreement to ensure the maximum return on investment for Novartis. Often, this involved working late nights, weekends and even a holiday or two.

Premier Entertainment is more than a celebrity search firm. They are a long-term strategic partner. I highly recommend the entire team, and would not venture into another celebrity initiative without them.

Sincerely,

Lucia Aurello  
Senior Vice President