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THE NUCLEUS GROUP NAMES NEW PRESIDENT OF WHITE SPACE HEALTHCARE MARKETING

Seattle, Wash. — January 18, 2010 — The Nucleus Group today announced that Brian Murphy has joined its specialized marketing firm, White Space Healthcare Marketing, as president. White Space focuses exclusively on the healthcare segment, offering both traditional and e-marketing creative services. In this role, Murphy will be responsible for providing strategic leadership for the company, establishing long-range goals and leveraging new business opportunities.

Murphy has more than 20 years of sales, marketing and general management experience in the healthcare sector. He comes to White Space from his most recent position as marketing director for LifeScan, Inc., a Johnson & Johnson company. During his five years at LifeScan, Murphy developed and launched unique business plans and products that drove significant growth through evidence-based campaigns, and B2B partnerships that helped propel LifeScan's channel business.

"Brian's extensive experience in medical device, pharmaceuticals and consumer packaged goods is going to be a huge asset to White Space and our customer base," said Kumar Shahani, CEO and founder of The Nucleus Group. "His leadership and management skills have taken both mid-size and large companies to new levels of success. Brian's command of strategic marketing and demand creation brings the perfect experience to our firm at a time when we are poised for significant expansion and growth."

Before joining LifeScan, Murphy spent 15 years with Ortho Clinical Diagnostics, another Johnson & Johnson company, in roles of increasing responsibility and seniority in sales, marketing and general management. He also is a certified Six Sigma Black Belt and a member of the Diagnostic Marketing Association (DxMA).

With Murphy taking on the role of president of White Space, Shahani can now focus his attention on launching The Nucleus Group's new strategic consulting firm, Ingensis Strategy. Ingensis Strategy consists of a group of independent consultants with extensive experience in the healthcare segment. The firm will focus on helping companies with branding, brand positioning, key messaging, understanding the competitive environment and helping shape customer behavior.

About The Nucleus Group

The Nucleus Group is a group of affiliated companies with an exclusive healthcare focus, providing medical marketers with end-to-end marketing support from strategy and communications to metrics and customer engagement tools.

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