



NEWS RELEASE

Pharmaceutical Advertising Regulatory Agency Announces October 2005 Industry Education Series

July 18, 2005, Toronto, Ontario.... The Pharmaceutical Advertising Advisory Board (PAAB) today announced that a third of a series of industry education programs to increase the understanding of the PAAB's Code of Advertising Acceptance will take place October 25, 2005 in Toronto and October 27, 2005 in Montreal. The PAAB is an independent review agency whose primary role is to ensure that advertising of prescription drugs is accurate, balanced and evidence-based.

The October series was organized in response to strong industry participation in the PAAB Code education series during June 2005.

In October, the PAAB will offer a 1-day training course to meet the needs of pharmaceutical marketers. The goal of the sessions is to teach the application of the PAAB Code to new pharmaceutical industry employees and suppliers and refresh the knowledge of seasoned professionals regarding the April 1 revision to the Code.

The PAAB course is entitled: "Applying the PAAB Code". The focus of this course is to foster skills to better understand and apply the Code. This course is directed at those new to the PAAB Code, or those who did not take the PAAB Code Workshop in 2005.

Participation in the sessions will be limited to foster participant interaction. Registration is on a first-come-first served basis. Information and registration forms for both courses can be found on the Pharmahorizons website at <http://www.pharmahorizons.com/training.html>.

Following the success of the PAAB's 2004 Training initiative, Pharmahorizons Inc. has continued as its professional development partner. Pharmahorizons will provide logistical, instructional design and marketing support for the training workshops while PAAB staff will provide and control content.

The scope of the PAAB Code of Advertising Acceptance currently includes advertising of healthcare products to health professionals in all media. PAAB also provides advisory comments on direct-to-consumer materials for prescription drugs.

Pharmahorizons (www.pharmahorizons.com) is a major Canadian life science site featuring sector jobs, Internet and executive recruitment, industry training and e-learning technology and support services as well as a popular industry newsletter, *LifeTrack* that reaches over 23,000 life science professionals monthly.

Pharmaceutical marketers interested in receiving more information on the October training program or who wish to register may contact Mark Gregory, Vice President, Pharmahorizons at 1-866-472-4948 or via e-mail at mark@pharmahorizons.com

The PAAB 2005 Education Program brochure and registration form can be accessed off the Internet at: http://www.pharmahorizons.com/course_pdfs/PAAB-Brochure-Fall05.pdf

For more information on the PAAB 2005 Education Program, please contact:

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