



FOR IMMEDIATE RELEASE

Cadient Group Supports Two National Cancer Advocacy Foundations

*Leading Digital Healthcare Marketing Agency Supports
Alex's Lemonade Stand and Susan G. Komen for the Cure®*

King of Prussia, Pa., November 1, 2011 – **Cadient Group**, a leading digital healthcare marketing agency, is a proud supporter of Alex's Lemonade Stand Foundation (ALSF) and Susan G. Komen for the Cure, two national cancer support and advocacy foundations.

"Given our work with many of the leading healthcare and pharmaceutical companies, we believe it is incredibly important to support patient advocacy groups and assist in combatting chronic health conditions," said **Stephen Wray**, chief executive officer, Cadient Group. "We support organizations that share in Cadient Group's mission to improve the quality of life for patients and their caregivers."

For the third consecutive year, Cadient Group is supporting ALSF by participating in its local **Lemon Run** as a company team and silver sponsor. ALSF is dedicated to raising funds for cutting-edge research projects and supporting programs to assist patients, caregivers and healthcare professionals touched by childhood cancer. The Lemon Run 5K walk/run and kids walk will take place on Sunday, November 13, 2011 at Memorial Hall in Fairmount Park, and **Team Cadient Group** welcomes those interested in participating. For more information about the race and the ALSF, please visit www.alexlemonade.org.

In addition, Cadient Group holds an annual company fundraising event in October, benefiting Susan G. Komen for the Cure – the world's largest grassroots network of breast cancer survivors and activists. As part of Cadient Group's fundraising efforts, the company matches all employee donations made during Breast Cancer Awareness Month. For more information about the foundation and other events, please visit <http://www.komen.org>.

About Cadient Group

Cadient Group is a leading digital healthcare marketing agency – serving a diverse range of industry markets and stakeholders, including pharmaceuticals, biotechnology, medical devices, hospital / healthcare systems, institutions and associations. We produce business-changing solutions for innovative healthcare companies, driving success for some of the world's most novel therapies and category-defining brands. For more information, visit www.cadient.com

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