



FOR IMMEDIATE RELEASE

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**BIO Selects Hill & Knowlton and Gable PR Team
For 2008 BIO International Conference**

*Agencies Bring Award-Winning Experience, Expertise and Global Reach
To World's Largest Biotechnology Conference*

LOS ANGELES and SAN DIEGO, Calif., (October 22, 2007) – The Biotechnology Industry Organization (BIO), the world's largest biotechnology organization, has selected the team of Hill & Knowlton and Gable PR to manage its public and media relations programs for its 2008 BIO International Convention in San Diego, California.

The 2008 BIO International Convention will be held June 17-20 at the San Diego Convention Center, and is expected to attract more than 20,000 biotechnology executives, scientists and policymakers from around the world, plus some 500 journalists. Conference plenary sessions and keynote addresses are currently being scheduled and will feature policymakers, scientists, CEOs, and regulators. Daily sessions will cover biotech trends, policy issues, and technological innovation in drug discovery, agriculture, energy, medical devices and the environment. The conference also features the world's largest biotechnology exhibit hall, which is already 70 percent booked nine months before the conference opens.

“The agency team of Hill & Knowlton and Gable PR will play a vital role in helping us increase awareness of the International Convention and leverage the event to showcase biotechnology’s role in improving the human condition around the world,” said Jeff Joseph, BIO vice president, Communications. “We selected the firms because of their past successes managing large scale public relations campaigns and complex programs, long history in working with biotechnology companies and strong media connections, from local to international. We see 2008 as a year of opportunity for educating broader audiences about how continued innovation in biotech provides hope for millions in providing treatment for diseases, improving healthcare, supplying alternative fuel sources, protecting the environment and helping alleviate world hunger.

“The agencies also will help us promote our public policy platform as we continue to advocate for a legal and regulatory environment that encourages innovation,” Joseph

said. “This effort will be particularly important next year with the 2008 Convention occurring during the run-up to the U.S. presidential election. The backdrop of the election provides a critical opportunity for the biotech community to disseminate our policy messages.”

The public and media relations program will be managed by the Los Angeles office of Hill & Knowlton, and Tom Gable, CEO of Gable PR. The agency teams include professionals with health care, biotech, medical and pharmaceutical experience. Because of the international scope of the conference and the breadth and depth of the overall BIO communications plan, the H&K team includes professionals from its Los Angeles, Washington DC, New York and London offices.

About BIO

BIO represents more than 1,100 biotechnology companies, academic institutions, state biotechnology centers and related organizations across the United States and 31 other nations. BIO members are involved in the research and development of healthcare, agricultural, industrial and environmental biotechnology products. BIO also produces the annual BIO International Convention, the global event for biotechnology. www.bio.org.

About Hill & Knowlton

Hill & Knowlton (www.hillandknowlton.com) is a leading international communications consultancy, providing services to local, multinational and global clients. The firm is headquartered in New York, with 71 offices in 41 countries, as well as an extensive associate network. The agency is part of WPP (NASDAQ: WPPGY, www.wpp.com), one of the world’s largest communications services groups. For more information: www.hillandknowlton.com.

About Gable PR

Gable PR, based in San Diego, delivers highly effective public relations programs for clients in a broad range of industries. Its tradition of success goes back 30 years with Tom Gable, agency founder, a nationally recognized authority on the strategic use of public relations for positioning, reputation management and delivering meaningful results. Clients have included private and public companies, organizations, institutions and government agencies at every stage in their life cycles, from start-up to a Fortune 100 company (Pfizer). Agency programs have earned the highest honors in the PR profession and helped clients of all sizes and needs succeed. For more information: www.gablepr.com.

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