

RX RESPONSE SELECTS TOGORUN TO SUPPORT LIFE-SAVING EMERGENCY RELIEF EFFORTS

Selection announced during 90th Anniversary of Race for Mercy, when sled-dog relay teams saved village of Nome, Alaska, from deadly diphtheria outbreak

WASHINGTON, March 25, 2015 -- Rx Response, a national nonprofit that strives to ensure patient access to medications during natural disasters and other emergencies, has announced a unique partnership with TogoRun, a global health and wellness integrated communications and public affairs firm.

Born out of the aftermath of Hurricane Katrina in 2007, Rx Response was created to provide a single point of contact through which government officials and health care providers can collaborate and share information, ensuring emergency care reaches those most in need. The organization has responded to more than 50 events nationwide, including 23 hurricanes and 3 infectious disease epidemics. In 2015, Rx Response is expanding its efforts to raise awareness of its vital mission and increase membership among public, private and nonprofit partners. Rx Response's current members include Biotechnology Industry Organization (BIO), Healthcare Distribution Management Association (HDMA), National Association of Chain Drug Stores (NACDS) and the NACDS Foundation, American Red Cross, Pharmaceutical Research and Manufacturers of America (PhRMA) and the Generic Pharmaceutical Association of America (GPhA).

Emily Lord, executive director of Rx Response, said, "We knew we needed a strategic communications partner who not only understood the complexity of the national health care infrastructure but also shared our passion for saving and protecting lives despite the odds. We are confident that the TogoRun team will deliver even beyond our expectations."

TogoRun is named after an undersized, 12-year-old Siberian husky named Togo who led his team on the longest, most treacherous and uncharted trek of the 1925 Race for Mercy that is now commemorated by the Iditarod, a race covering 1,000 miles of the roughest, most beautiful terrain Mother Nature has to offer. Just as Togo and the other fearless teams did, mushers and their sled dogs traverse jagged mountain ranges, frozen rivers, dense forest, desolate tundra and miles of windswept coast. TogoRun – recipient of the PR Week Global Awards' 2014 International Agency of the Year and Best-in-Class for Corporate Social Responsibility – takes its values from the spirit of Togo: commitment, courage, creativity and craftsmanship.

"We are thrilled and honored to be part of the Rx Response team and to be working with its dedicated partners," said Gloria M. Janata, JD, president of TogoRun. "It takes organizing power and private-public partnerships to make a real impact, especially in the face of national disasters such as hurricanes, earthquakes or serious health crises. We look forward to helping Rx Response deliver on their life-saving mission."

In addition to functioning as Rx Response's agency of record, TogoRun is also providing more than \$100,000 in pro-bono services to help Rx Response with rebranding, strategic communications planning, and development of website and marketing materials.

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About Rx Response

Launched in 2007, Rx Response was developed in response to Hurricane Katrina and the threat of pandemic influenza. Its main goal is to ensure patient access to medications during natural disasters and other emergencies. The initiative provides a platform through which the entire biopharmaceutical supply system can readily communicate to coordinate pre-disaster planning and post-disaster response. Rx Response also serves as a single point of contact through which government officials and supply chain members can collaborate to share information and address challenges impacting the supply system. Members of the Rx Response board include the Biotechnology Industry Organization (BIO), Healthcare Distribution Management Association (HDMA), National Association of Chain Drug Stores (NACDS) and the NACDS Foundation, American Red Cross, Pharmaceutical Research and Manufacturers of America (PhRMA) and Generic Pharmaceutical Association of America (GPhA).

About TogoRun

TogoRun is an award-winning, full-service global health and well-being communications and public affairs agency with offices in New York, Washington, D.C., Los Angeles and London. The agency specializes in integrated marketing and communications, branding and positioning, advocacy and government affairs, issues and crisis management, corporate communications and corporate social responsibility. Areas of expertise include the following sectors: pharmaceutical, biotech, health information technology, medical device, health insurance, hospital, non-profit/association, medical aesthetics, consumer packaged goods and beauty. TogoRun is proud to be named by PR Week Global as the 2014 International Agency of the Year and Best-in-Class for Corporate Social Responsibility, and by PR News as one of the "Top Places to Work in PR 2014." TogoRun is a sister agency to FleishmanHillard and is a part of the DAS Group of Companies.

About the DAS Group of Companies

The DAS Group of Companies, a division of Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com), is a global group of marketing services companies. DAS includes over 200 companies in the following marketing disciplines: specialty, PR, healthcare, CRM, events, promotional marketing, branding and research. Operating through a combination of networks and regional organizations, DAS serves international, regional, national and local clients through more than 700 offices in 71 countries.

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