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**HEALTHCARE BUSINESSWOMEN'S ASSOCIATION NAMES
LYNN O'CONNOR VOS, GREY HEALTHCARE GROUP,
2005 WOMAN OF THE YEAR**

FAIRFIELD, NJ, February 15, 2005 – The Healthcare Businesswomen's Association (HBA) has named Lynn O'Connor Vos, President and Chief Executive Officer of Grey Healthcare Group Inc., as the 2005 HBA *Woman of the Year* (WOTY). Vos, a member of the current HBA board of directors, also has been a member of the association's Advisory Board. She is one of the highest ranking women in the service sector and the first to be named and HBA WOTY from the service side since 1997.

Vos, the HBA's 16th *Woman of the Year*, will be honored on Thursday, May 12, at the New York City Hilton. Also recognized at the HBA's annual WOTY luncheon -- which has become one of the industry's premier events -- will be one Honorable Mentor and one Star Volunteer, along with industry "Rising Stars," high-achieving women nominated by HBA corporate members.

The HBA criteria for selecting its annual *Woman of the Year* include but are not limited to: success in the healthcare industry; strong leadership capabilities; proven mentoring skills; and contributing to the community at large.

"Lynn has demonstrated tremendous entrepreneurial success by building a major global healthcare communications network," said Barbara Pritchard, President of The Pritchard Group and Intermedica, Inc., and HBA President. She added that "Lynn represents one of the strongest role models for our industry. She demonstrates the ideal of advancing women in their careers by

appointing them to key leadership positions in her organization and mentoring women at various levels throughout the industry.”

Nefertiti A. Greene, Executive Director, Marketing, Forest Labs, Inc., said “Lynn is a true leader in every sense of the word. She is extremely strategic and committed to excellence in everything she does. She takes the time and effort to mentor many up and coming future leaders.”

Vos also gives back to the community through numerous charitable activities, including board positions for several charitable organizations, including the Multiple Myeloma Research Foundation, Jed Foundation and the YWCA of the City of New York.

“Lynn’s visionary leadership, innovative marketing style, successful business management and the support of the advancement of women truly epitomizes the values for which the HBA *Woman of the Year Awards* stand,” says Kathy Giusti, President of the Multiple Myeloma Research Foundation (MMRF), former executive director of Searle and the 1998 HBA WOTY recipient.

Ed Meyer, Chairman, President, and Chief Executive Officer of Grey Global Group, says “Grey Healthcare Group has become one of the most outstanding healthcare communications networks in the industry. It’s because of the tone set by Lynn. They do high quality work for clients, in a highly creative environment, with no compromise of ethical standards. Lynn has a strong commitment to the career development of her team and peers.”

Vos Heads \$1 Billion Enterprise

Lynn O’Connor Vos is President and Chief Executive Officer of Grey Healthcare Group Inc. (GHG), a \$1 billion global communications enterprise with 42 offices in 16 countries. This subsidiary of Grey Global Group has deep expertise in multiple specialties. Under Lynn’s guidance, GHG has become a global industry leader, often nominated as the industry’s most creative agency and most admired agency. GHG also has received awards for best professional advertising and the healthcare communication’s greatest honor, Agency of the Year in 2002.

Lynn has developed revolutionary healthcare strategies that translate into increased market share and market expansion programs around the world. She also created a unique single P&L structure to satisfy the changing requirements of today’s global pharmaceutical clients. These programs resulted in numerous high profile brand assignments, including Pfizer/Sanofi-Aventis’ Exubera,

AstraZeneca's Crestor, Pfizer/Pharmacia's Celebrex, GlaxoSmithKline's Advair, and Forest's Lexapro.

Lynn manages all of GHG's fully-integrated, worldwide subsidiaries. These include GHG Advertising, BrandEdge, Avenue Grey, Nova Grey, Phase Five Communications -- which she founded in 1987 -- International Meetings & Science, Summit Grey and, most recently, Hurd Studios.

A native of New York, Lynn has a BS in nursing from Alfred University where she graduated with honors. She began her medical career in 1978 at Children's Hospital in Philadelphia as a nurse in adolescent medicine. In addition to her volunteer work on multiple boards and as a trustee of the Windward School, Lynn also serves on the editorial board of *Medical Marketing and Media* and on the boards of the Medical Advertising Hall of Fame and the Coalition for Healthcare Communications. She was nominated to the Academy of Women Achievers in 1997, and is a member of Columbia University's Information Technology Program advisory board.

Lynn lives in Connecticut with her husband, George, and is dedicated to her three children, Kate, 16, and twins Connor and Julia, 12.

The Healthcare Businesswomen's Association (HBA) is a national not-for profit organization dedicated to furthering the advancement of women in the healthcare industry. Headquartered in New Jersey with chapters and affiliates nationwide, the HBA provides educational opportunities for both women and men to develop cutting-edge industry knowledge and leadership skills; recognizes outstanding women in the industry; provides opportunities for networking; creates greater visibility for women in the industry; fosters mentoring relationships; and serves as a conduit for research on career advancement issues. For more information, visit www.hbanet.org.

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