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**Healthcare Communication & Marketing Association (HCMA)
To Discontinue its Operations; Files Voluntary Petition for Relief
Under Chapter 7 of the Bankruptcy Code**

NEW YORK, December 22, 2009 — The Healthcare Communication & Marketing Association (HCMA) announces the discontinuation of its operations. The HCMA last week filed a voluntary petition in the United States Bankruptcy Court for the Southern District of New York seeking relief under Chapter 7 of Title 11 of the United States Code. As a result, the HCMA has suspended all operations.

The current market environment has significantly affected the organization's ability to provide members with quality services, programs, and benefits they deserve.

In a letter to its members, the HCMA Board of Directors said, "With reduced corporate support and an increased number of unemployed members, the HCMA Board agreed that this is the most prudent action during these challenging times."

The decision to discontinue operations was determined after HCMA's Board of Directors initiated a thorough review of the association's financials. After evaluating the financial report, the Board of Directors sadly voted to discontinue its operations.

Since the three organizations (HMC, MMA, and MHMA) joined to form one

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national association in 2007, the HCMA has made significant strides in providing education and services to the pharmaceutical, biotech, medical device and medical publishing industries. Some of its achievements include:

- Leadership and marketing workshops with leading institutions such as the Kellogg School of Management, Health Management program and the UCLA Anderson Graduate School of Management
- Partnership with pharmaceutical companies, such as GlaxoSmithKline on the education and information about the Value of Medicines
- Seminars, workshops and conferences that drew a diverse group of attendees from all industries, including recent events at the Social Communications and Healthcare: Case Studies & Roundtables with Business Development Institute and the second annual PharmaMed Marketing & Media Conference with MedAd News and Canon Communications
- Honoring professional marketers for their innovation, leadership and insights through the Delta Award
- Recognizing companies that deliver innovation and creative thinking through the IN AWE Awards (the oldest awards program in the industry)
- Providing opportunities to help unemployed members and colleagues through discounted or free programs
- Delivering exceptional regional programs, such as the Healthcare Reform Town Hall with AMA president J. James Rohack, M.D.

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- Utilizing social media such as Facebook, LinkedIn and Twitter to report and deliver timely information to members

“The HCMA Board of Directors and committees have worked diligently to improve the healthcare marketing and communication profession, which makes this announcement even more difficult,” noted the HCMA Board in its letter to members. “The HCMA Board of Directors only agreed to move in this direction after exploring and exhausting many alternatives.”

A copy of the press release and board announcement will be placed on the HCMA web site, which will continue to remain online as a resource for members and partners.

In the meantime, if members have questions, they are encouraged to submit their questions to Brian Adkins, chair of the HCMA's membership committee, via email at badkins@hamiltongrp.com. Adkins can also be reached at 312-970-2202.

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