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Impress Expands Life Sciences Capability With Key Appointments

Industry Veterans Andrew Wood and Richard Kerns Join Impress in the UK

PHOENIX – June 19, 2008 – Impress Public Relations, Inc., a leading business-to-business PR agency specializing in the high-technology and life sciences industries, today announced the addition of Andrew Wood and Richard Kerns to the agency to support its growing capabilities in the life science and fine chemicals industries. The move also expands the agency's presence in the European Union with both based in the United Kingdom, adding direct service in an important global market.

Wood and Kerns will each have responsibility for supporting existing agency accounts across the spectrum of fine chemicals, pharmaceuticals, life sciences and bioscience industries, as well as driving business development for the agency in these areas.

"Our philosophy is simple; to be the best you have to hire the best," said Dave Richardson, President of Impress. "Entering this market and extending our markets served, we believe we have managed to attract the level of talent that allows us to make an immediate impact in the market. It creates a very strong base for growing our offerings to ensure the best possible results and value for our clients."

Wood joined Impress in early 2008, bringing over 20 years of experience in journalism, PR and strategic communications for the chemical, pharmaceutical and science sectors. Prior to joining Impress, Wood worked at The Dow Chemical Company in Midland, MI, where he held a senior global corporate PR position. Before Dow, he spent 17 years in New York City at Chemical Week, holding the position of editor-in-chief during his final two years, a role that included chairing and speaking at industry conferences around the world. Wood was also the markets editor at European Chemical News, now ICIS Chemical Business, having started with the publication as an assistant editor. He graduated with a degree in chemistry from the University of York.



Kerns came to Impress in May 2008, also bringing over 20 years experience in PR and marketing, both in-house and in business-to-business agency positions. He entered the fine chemicals market over 15 years ago, while supporting ICI Specialties during its transition into Zeneca. In 1995, he established Northern Exposure PR with a client base focused on the fine chemicals and biotech markets. Kerns is very well known in the latter sector, having supported a number of companies, including SAFC, Zeneca Laporte, ChiroTech, Dow, Peakdale, Syntex Great Lakes, Excelsyn and Codexis. He also handled media relations for CMPi on its CPhI, P-MEC and ICSE group of exhibitions, plus InformexUSA and InformexChina.

“Both Andrew and Richard give Impress access to tremendous resources in terms of experience, market understanding and industry-specific media relations,” added Richardson. “Andrew is highly accomplished both as an editor and marketing communications expert to major corporations in the fine chemicals and related industries. He brings to Impress a tremendous competitive edge as we expand into these markets. Richard brings a wealth of experience in his own right, both in media relations and agency management. His understanding of the public relations trade will be a key component to our growth in the region.”

About Impress Public Relations

Impress Public Relations is a fast growing international business-to-business public relations agency specializing in micro- and nano-electronics, life sciences, fine chemicals and related industries. The company is headquartered in Phoenix, Arizona, with offices in San Francisco, California; Portland, Oregon and Providence, Rhode Island. Impress also offers in-house PR services for China and Taiwan, and global support through strategic partners in Munich, Germany; Seoul, Korea and Tokyo, Japan. Impress combines more than 100 years of experience in high-tech marketing, public relations, journalism and publishing. The agency’s mission is to use public relations as an integrated marketing approach to help shape perceptions and create positive lasting impressions. For more information, please visit www.impress-pr.com.