

**REMINDER: NEW YORK PHARMA FORUM PROGRAM**  
**Tuesday, October 24, 2000**

***SPEAKER:*** William R. Mattson, Jr., President and Co-Founder,  
The Mattson Jack Group

***TOPIC:*** U.S. Commercial Entry Strategies,  
including the Use of Product Acquisitions

As the world's largest pharmaceutical market, the United States keeps attracting new market entrants. Many of them succeed, but some do not and eventually decide to retreat.

For this program, Mr. Mattson will utilize selected case studies of companies that have formed in the U.S. during the 1980's and 90's to examine the following issues:

- ◆ What were the successful U.S. commercial entry strategies?
- ◆ What are the key ingredients for success in entering the U.S. pharmaceutical market?
- ◆ What is the role of product acquisitions in U.S. market entry strategies?
- ◆ What outcomes (shareholder value impact) have occurred?
- ◆ How will entry strategies change in the new decade?

In its research, The Mattson Jack Group has reviewed over 20 companies, including foreign companies (some Japanese), bio-techs, specialty focused companies, generic firms that have started branded product businesses, drug delivery system companies and other types of companies.

Mr. Mattson is President and Co-Founder of The Mattson Jack Group (MJG), strategy consultants to the pharmaceutical and healthcare industries, and an Associate Member of the New York Pharma Forum. While heading The Mattson Jack Group, Mr. Mattson has lead the firm's involvement in client assignments in the fields of Corporate Development Services, including entry strategies and product and company acquisitions.