



Contact: Susan Pagano  
212-537-8145  
[spagano@gcigroup.com](mailto:spagano@gcigroup.com)

**GCI Group Taps Veteran Healthcare Executive  
Elinore White as Deputy Healthcare Practice Leader**

**February 21, 2007 (New York, NY)** – Elinore White has joined GCI Group New York as Senior Vice President, Deputy Healthcare Practice Leader. She brings more than 25 years of experience specializing in healthcare and has worked across such therapeutic areas as endocrinology, cardiovascular, oncology, central nervous system and nutrition. White will oversee GCI's growing oncology portfolio. She will also play a leadership role in driving the growth of the New York healthcare practice.

White joins from Manning Selvage & Lee where she was Deputy Director of its healthcare practice, leading two of the agency's largest healthcare engagements—the sleep aid Ambien and the category leading Alzheimer's drug Aricept. Prior to that, she spent six years at Ruder Finn where she played a pivotal, worldwide role on groundbreaking oncology brands such as the approval and launch of Novartis' Gleevec. She also spearheaded worldwide media efforts for the breast cancer drug Femara.

"Elinore's oncology experience is among the strongest in the business and brings significant value to us as we continue to enhance our oncology capabilities," said Jill Dosik, Executive Vice President and Practice Leader, GCI Healthcare New York. "The talent war in our industry has never been more intense and we are thrilled to be able to attract someone of Elinore's caliber."

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In addition to her agency experience, White served as Director of Public Relations for the New England Dairy Promotion Board and held several communications positions at Boston University's Sargent College of Allied Health Professions. She earned her Master of Science degree from Boston University College of Communication and her Bachelor of Arts in Political Science from University of Pennsylvania.

"Our success in tackling clients' toughest challenges is linked to our ability to create great communications strategy that truly aligns with our clients' business objectives," said Bill Martin, Executive Vice President, GCI Healthcare North America. "Elinore brings deep insights and talent that will further GCI Healthcare's reputation for strategy that challenges the rules followed by flawless execution."

### About GCI

GCI is a full service global public relations firm and part of the WPP Group, one of the world's largest communications services groups. GCI is home to three industry practices; healthcare communications, consumer marketing, digital media, media relations and corporate communications. Complimenting the strength of these practices is the firm's expertise in digital media, creative ideation and media relations and its specialization is such areas as sports marketing and interactive entertainment. GCI distinguishes itself through its business-based approach to communications and the priority all its professionals place on linking communications solutions to business objectives. GCI's portfolio of clients includes Dell, Lowe's, Genentech, Merck, Nike, RadioShack, Schick, Starbucks, and Whole Foods.