

AdMedia Partners advises Addison Whitney in acquisition by inVentiv Health

Addison Whitney to become a wholly-owned subsidiary of inVentiv Health's Communications division

New York, June 1, 2007 – Addison Whitney, a full service brand identity and consulting firm that specializes in creating unique brand solutions for global pharmaceutical, biotechnology and medical companies, announces its acquisition by inVentiv Health (NASDAQ: VTIV). Going forward, Addison Whitney will remain and operate as a wholly-owned subsidiary of inVentiv Health, within the inVentiv Communications division. AdMedia Partners (<http://www.AdMediaPartners.com>), a New York financial advisory firm specializing in mergers and acquisitions advisory services to the media, advertising and marketing services, and related online and information services businesses, represented Addison Whitney, Inc. in the acquisition.

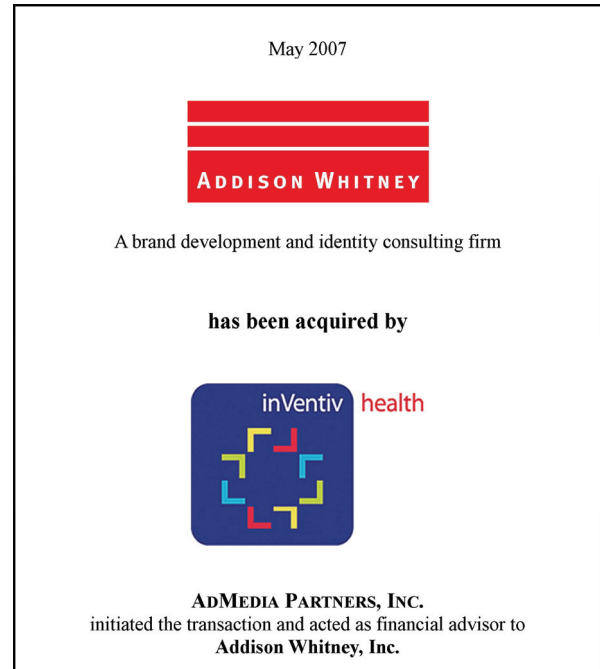
The official press release is as follows:

inVentiv Health Acquires Addison Whitney(R), Full Service Global Brand Identity and Consulting Firm

SOMERSET, N.J., May 31 /PRNewswire-FirstCall/ -- inVentiv Health, Inc. (NASDAQ: VTIV) announced today that it has acquired Addison Whitney(R) Inc., a global branding consultancy that focuses on creating unique corporate and product brands. Addison Whitney will operate within the inVentiv Communications division, which provides a full suite of integrated healthcare marketing and communications solutions. Financial terms of the transaction were not disclosed.

Addison Whitney specializes in building powerful branding solutions for clients through unique and disciplined processes. The company offers a range of capabilities to create, renew and strengthen brands, including an expertise in generating names that reflect the brand's identity and meet regulatory requirements. Addison Whitney Healthcare, the company's healthcare division, works with a wide array of clients include Bristol-Myers Squibb, Novartis, sanofi-aventis, Eli Lilly and Co., Pfizer, Takeda, Boehringer Ingelheim, Wyeth, and Cephalon. The company also supports branding strategies for consumer goods and high technology companies in its non-healthcare division.

Blane Walter, President of inVentiv Health said, "Addison Whitney Healthcare is an industry leader in partnering with pharmaceutical and biotech companies to create strong, recognizable



identities for their products. Their expertise in developing brand names, along with their long-standing customer relationships and their ability to serve clients very early in the product lifecycle will directly complement and broaden the suite of offerings within inVentiv Communications."

"Our dedication to building strong brands has enabled us to grow Addison Whitney into one of the top full-service brand identity consultancies in the world," said Clayton Tolley, President and CEO of Addison Whitney. "We are joining with inVentiv Health because they share our passion for the business and because of their track record of growth and success in the healthcare market. We are eager to work together to apply our insights and solutions across our combined roster of healthcare clients."

Upon the close of the transaction, Addison Whitney will become a wholly-owned subsidiary of inVentiv Health. The Addison Whitney brand will remain and the business will operate within the inVentiv Communications division under the leadership of William O'Donnell, who was recently named President and COO of inVentiv Communications.

About Addison Whitney

Founded in 1991, Addison Whitney is a full service brand identity consultancy. Addison Whitney Healthcare strives to provide powerful brand identity solutions to global pharmaceutical, biotechnology and medical companies. Addison Whitney's dedicated team of branding experts has developed innovative and proven brand name development, brand name testing, graphics and brand strategy methodologies. The firm's creative services and regulatory expertise has assisted companies in the launch of some of the most promising and successful brands on the market today. For more information please visit <http://www.addisonwhitneyhc.com/>.

About inVentiv Health

inVentiv Health, Inc. (NASDAQ: VTIV) is the leading provider of commercialization and complementary services to the global pharmaceutical, life sciences and biotechnology industries. inVentiv delivers its customized clinical, sales, marketing and communications solutions through its three core business segments: inVentiv Clinical, inVentiv Communications and inVentiv Commercial. inVentiv Health currently works with over 200 unique pharmaceutical, biotech and life sciences clients, including all top 20 global pharmaceutical companies. For more information, visit <http://www.inventivhealth.com/>.

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks that may cause inVentiv Health's performance to differ materially. Such risks include, without limitation: changes in trends in the pharmaceutical industry or in pharmaceutical outsourcing; our ability to compete successfully with other services in the market; our ability to maintain large client contracts or to enter into new contracts; uncertainties related to future incentive payments; and, our ability to operate successfully in new lines of business. Readers of

this press release are referred to documents filed from time to time by inVentiv Health Inc. with the Securities and Exchange Commission for further discussion of these and other factors.

Website: <http://www.inventivhealth.com/>

Website: <http://www.addisonwhitneyhc.com/>

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About AdMedia Partners

AdMedia Partners is a leading boutique financial advisory firm that provides middle market mergers and acquisitions advisory services to advertising and marketing services, media and publishing, and related Internet businesses. Founded in 1990 and located in New York City, the firm has completed over 150 transactions worth over \$5B since 1999.

Selected recent transactions completed by AdMedia Partners include:

- * Representing both New Media Strategies and Genex in their sales to Meredith.
- * The sale of CFM Direct, a leading direct marketing agency, to Merkle Inc., a leading database marketing agency.
- * The sale of Ignite Health, Inc., a leading interactive healthcare marketing agency, to inVentiv Health, Inc.
- * The sale of Spannerworks, Ltd., a leading U.K.-based search marketing agency, to iCrossing, Inc.
- * The sale of Public Strategies, a leading corporate communications firm, to WPP.
- * The sale of The Glover Park Group, a leading independent corporate communications and public affairs firm, to private equity firm Svoboda, Collins.

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