

Press Release

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Ewing Bemiss & Co. Announces the Sale of The Peer Group, Inc.

Richmond, Virginia — March 4, 2005 *Ewing Bemiss & Co.* is pleased to announce the sale of *The Peer Group, Inc.* to *Informed Medical Communications, Inc.*, a newly-formed investment platform of *Ferrer Freeman & Company* and *Frazier Healthcare Ventures*. The transaction closed on January 24, 2005. *Ewing Bemiss & Co.* and *SSG Capital Advisors* served as advisors to *The Peer Group*.

Headquartered in Edison, New Jersey, *The Peer Group* provides outsourced marketing services to the pharmaceutical industry and specializes in interactive physician meeting and teleconference programs. *The Peer Group* pioneered the peer-to-peer physician meeting format, and is the market leader in moderated, small format, physician education programs.

Ferrer Freeman and Company is a private equity firm located in Greenwich, Connecticut that invests exclusively in healthcare and healthcare-related companies. Founded in 1996, *Ferrer Freeman* currently has more than \$900 million under management, primarily through three institutional funds.

Frazier Healthcare Ventures is a private equity firm that was founded in Seattle, Washington in 1991. Since its inception, *Frazier* has raised more than \$750 million and invested in more than 75 promising healthcare companies. *Frazier* focuses in the biopharma and medical device sectors, with select investments in healthcare services companies.

SSG Capital Advisors is a boutique investment banking firm with offices in Philadelphia, New York, and Cleveland. *SSG* advises businesses and investors in special situations, focusing on financial restructurings, mergers and acquisitions, and private placements.

Ewing Bemiss & Co. is a financial advisory firm focused on delivering superior service and optimal results to middle market companies (\$10 - \$200 million in value). Since 1992, we have brought to bear our extensive transaction experience and relationship orientation for the benefit of clients in many industries. *Ewing Bemiss & Co.*'s core services include: Mergers and Acquisitions Advisory (sell side, buy side, fairness opinions), Private Financings (equity, subordinated debt, senior debt), and Advisory Services (strategic analysis, valuations, financial restructurings).

Ewing Bemiss & Co. is widely recognized for in-depth sector knowledge and expertise developed through proactive research, years of dedicated service and the development of strong relationships with sector participants in several industries, including Energy, Healthcare and Business & Technology Services. For more information, please visit our website at www.EwingBemiss.com.

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