

PRESS RELEASE FROM NATURE PUBLISHING GROUP
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Nature Publishing Group announces the launch of NPG Iberoamerica

London and Madrid - Nature Publishing Group (NPG) is delighted to announce the launch of a new company, NPG Iberoamerica.

Based in Madrid, Spain, with staff also located in Italy and France, NPG Iberoamerica's first mission will be the development of medical communications business for Macmillan Medical Communications (MMC) in the Spanish- and Portuguese-speaking markets of Europe and Latin America as well as other non-English-speaking markets in Europe.

MMC was established in June last year to develop medical communications and health sciences business for Macmillan, owner of NPG, with exclusive access to the high quality scientific and medical content of NPG. See <http://www.macmillan.com/20June2006MMCPressRelease.asp>.

NPG is also delighted to announce that NPG Iberoamerica is headed by Lucia Ferreiros, an experienced publisher in health sciences who formerly led Elsevier Health Sciences in Spain and Latin America (Elsevier, Excerpta Medica, Masson, Doyma, SCM, Masson-Doyma Mexico).

MMC now has regional offices in London, Philadelphia, Tokyo and Madrid headed by three very experienced leaders in medical communications and health sciences publishing. In July last year, Susumu Onishi, former president of Elsevier's health sciences company in Japan Excerpta Medica spearheaded the launch of MMC in Asia out of Tokyo under the direction of Antoine Bocquet, Associate Director of NPG in the Asia-Pacific region. This was quickly followed by the set up of MMC operations in Philadelphia and London headed by John Elduff, former general manager of the pharmaceutical sales division and senior vice president of sales at Elsevier, and now Lucia Ferreiros is taking forward development of MMC in the huge Spanish- and Portuguese-speaking markets of the world as well as in France, Italy and Germany.

"We are absolutely delighted to have been able to set up MMC operations worldwide so quickly led by such outstanding individuals" comments Annette Thomas, Managing Director of NPG and Executive Director of Macmillan Publishers Ltd. "This bodes well for MMC and gives us a firm foothold in markets worldwide that we can build on rapidly by applying the global recognition and outstanding quality of NPG's scientific and medical content".

"We are delighted to welcome Lucia aboard" adds Dr Thomas. "We look to Lucia to take us into the huge Spanish- and Portuguese-speaking markets of the world and other non-English speaking markets of Europe in much the same way as we have established a strong presence in the markets of Japan, China and Korea in the Asia-Pacific region".

"I look forward with great anticipation and excitement to running NPG Iberoamerica and MMC in Continental Europe and Latin America. NPG has outstanding content to offer that is unmatched in quality by any other players in the field" says Lucia Ferreiros, Managing Director of NPG Iberoamerica. "NPG is showing itself to be really innovative in science and medical publishing and I am very confident of the

success of our new venture. We particularly look forward to establishing strong links with the scientific and medical communities in Europe and Latin America and to generating and publishing local language content from these communities"

Based in central Madrid, NPG Iberoamerica began operations on 1 July. The company is overseen by NPG Publishing Director David Swinbanks who also oversees NPG's publishing activities in the Asia-Pacific.

About Nature Publishing Group (NPG):

Nature Publishing Group (NPG) is a division of Macmillan Publishers Ltd. It is dedicated to serving the academic, professional scientific and medical communities. NPG's flagship title, *Nature*, was first published in 1869. Other publications include *Nature* research journals, *Nature Reviews*, *Nature Clinical Practice* and a range of prestigious academic journals including society-owned publications. NPG also provides news content through news@nature.com. Scientific career information and free job postings are offered on Naturejobs.

NPG is a global company with headquarters in London and offices in New York, San Francisco, Washington DC, Boston, Tokyo, Paris, Munich, Hong Kong, Melbourne, Delhi, Madrid and Basingstoke. For more information, please go to www.nature.com.

About Macmillan Medical Communications (MMC):

Macmillan Medical Communications (MMC) is a strategic medical communications agency that provides customized products and services for partners in the pharmaceutical, healthcare and biotechnology industries. MMC's bespoke packages target the specific needs of its partners' audiences and communities. It uses the full range of communication and publishing strategies to develop high impact campaigns and services including novel Internet based approaches.

MMC is part of Macmillan Publishers Limited, one of the world's leading multinational publishing groups, renowned for science, medicine, and education materials, notably from the Nature Publishing Group (NPG). MMC draws on the unparalleled international resources and language expertise of its parent group and sister companies to provide local solutions and global relevance.

For more information, please go to <http://www.macmillanmedicalcommunications.com/>.

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Links

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