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Canale Communications Launches with a Laser Focus on Building Credible Reputations for Life Science Companies

Reputation equity helps companies navigate the complex life sciences marketplace

May 3, 2010 – SAN DIEGO, CA – Canale Communications today announced that it has popped the cork on its new business. The agency was founded by Carin Canale-Theakston with the goal of bringing big-agency sophistication to life science companies of all sizes. The members of the newly-formed Canale Communications team have a deep history in the life sciences industry, fostering relationships with key influencers across the biotech, pharma, diagnostic, medical device and enabling technology industries. The senior leadership team, Jason Spark, senior vice president; Pam Lord, senior vice president; and Carin Canale-Theakston, president, have worked together for nearly a decade.

“Launching Canale Communications gives us the opportunity to focus on what we’re passionate about: applying creative and strategic thinking to life science communications. We’re science geeks at heart and we love making a positive impact on our clients’ businesses. We’re starting this adventure with such an experienced, smart team and a diverse client roster,” said Carin Canale-Theakston, president of Canale Communications. “We’ll have a glass of wine with our clients and friends, but we don’t drink the Kool-Aid. Honest and experienced counsel has consistently earned us respect as trusted advisors. We take that responsibility seriously and treat our clients’ businesses like our own.”

Canale Communications partners with life science companies to build credible reputations that help them navigate a complex marketplace. In today’s challenging business environment, reputation equity gives companies the credibility to raise capital, the authority to respond to a crisis, the trust to operate, and the power to influence perception. The Canale Communications team members are passionate about their clients’ businesses. Collectively, the team has addressed nearly every communications challenge a life science company is likely to face and welcomes opportunities to learn about new healthcare technologies and tackle new challenges with a creative, research-driven approach.

The Canale Communications team functions like a part of their clients’ internal teams. “We take a seat at the table, and we know our clients’ stories well enough to anticipate needs and potential pitfalls before they arise,” added Canale-Theakston. “We understand the industry, we know the players, we dig the science...that’s Statistically Significant.”

For more information and to read the company blog, **Primary Endpoint**, go to www.canalecomm.com/primaryendpoint.