



FOR IMMEDIATE RELEASE

Contact: Donna Thomas

Ph: +1 267 757 2101

donna.thomas@axiomhh.com

Axiom Welcomes Amy Cunningham as Account Director

Yardley, Pennsylvania – July 20, 2011 - Donna Thomas, President of Axiom, a member of the Huntsworth Health group of agencies, today welcomed Amy Cunningham to the Axiom team as an Account Director working primarily on the agency's projects with Johnson & Johnson.

Ms. Cunningham brings over a decade of experience in client service and project management to her new role with Axiom. She joins Axiom from HealthAnswers Education, LLC where she had been employed for over three years as a Project Manager, Client Services. "Amy will be a great addition to our client service team. Her professional background is very well-rounded and she has solid experience maintaining strong relationships and a passion for providing exceptional service to her clients." stated Carl Seidel, VP, Operations for Axiom. "In this role, Amy will be working with our internal team to provide our clients with strategic learning solutions and develop new business. I look forward to her contributions to our sales and account team."

Axiom continues to expand its business base in terms of new services such as PharmaCertify™, a suite of best-in-class training solutions for commercial compliance, managed care, and selling skills topics. Axiom also recently established their *Illustration and Animation Studio*, which can deliver a full range of innovative design solutions including 2D/3D product and medical device design, mechanism of action, custom illustrations, and immersive training simulations. The agency expects to sustain the positive momentum of double digit growth that it has enjoyed over the past few years, during 2011 and beyond.

About Axiom

Axiom combines the sciences of medicine, instructional design (and/or adult learning), and digital technologies to create innovative training curriculums and educational materials. Axiom develops training and medical education programs for pharmaceutical, biotech, and medical device companies using the principles of Evidence-Based Training™. Axiom's expertise includes the creation of blended learning experiences—e-learning modules, simulations and games, workshops, print materials, and mobile performance support tools. For more information about Axiom, contact Donna Thomas at donna.thomas@axiomhh.com or visit our website: www.axiomhh.com.

About Huntsworth Health

Huntsworth Health is a global family of best-in-class agency brands with expertise in strategic analysis and planning, medical communications, interactive marketing, branding and brand awareness, advertising and marketing communications, public relations, and sales training and development. Huntsworth Health has offices in Auckland, Hong Kong, London, New York, Philadelphia, San Francisco, and Singapore and has access to 70 offices in 31 countries through the Huntsworth plc global network. For more information about Huntsworth Health contact Neil Matheson at neil.matheson@hhna.com and visit the company's website at: www.huntsworthhealth.com.

- # # # -