

FOR IMMEDIATE RELEASE
February 18, 2009

Contact: Dr. Kurt Weingand
scicompro@gmail.com
www.scicompro.com
513-680-8686

SciComPro Launches Services for Human and Pet Health Care

--External Relations for Break-Through Innovation--

Mason, Ohio---SciComPro-LLC is a new business service that promises to help drive break-through innovation in the human and pet health care categories. After a 20 year career with Procter & Gamble (NYSE:[PG](http://www.nyse.com/lookup/quotes?symbol=PG)), Kurt Weingand, D.V.M., Ph.D., has launched this new venture to provide professional expertise and services in scientific communications, professional relations, and clinical research for human and pet health care companies and key professional health care providers, specialists, and stakeholders. Prior to working with P&G, Dr. Weingand was a faculty member at the Wake Forest University School of Medicine and Kansas State University's College of Veterinary Medicine.

“Bringing the *outside in* is essential for innovation to be truly disruptive and break-through in these cluttered categories,” said Dr. Weingand, President and owner of SciComPro-LLC. “Targeted research, scientific communications, and professional relations are very important to provide effective education and credentialing of new health care products for medical and veterinary health care professionals,” he added.

SciComPro-LLC will offer a wealth of experience and expertise including development and management of technical advisory boards, stakeholder advocacy programs, professional marketing programs, crisis management services, clinical trials research, and individual and focus group research with medical and veterinary health care professionals. Dr. Weingand was the global crisis team leader for P&G Pet Care during the Menu Foods pet food recall in 2007. From this experience, he has developed an educational presentation entitled *Lessons in Leadership for Crisis Management*. For additional information, see www.scicompro.com.

About SciComPro-LLC

SciComPro is a privately held limited liability corporation in Mason, Ohio, USA that provides a wide variety of external relations services for optimizing technical and commercial innovation in new product development and commercial initiatives in the health and pet care categories. For more information on SciComPro-LLC, see www.scicompro.com. SciComPro-LLC has a strategic alliance with Davidson Communications and External Relations for environmental issues and public relations work (www.davidsoncer.com).

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