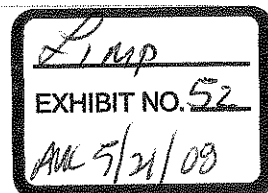




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Wayne Pines



Wayne L. Pines, president, regulatory services and health care, APCO Worldwide, provides strategic counsel to clients facing crises and media, legislative, regulatory or marketing challenges.

He has extensive experience in health care reform; litigation; product approvals; advertising issues; recalls; environmental problems; and congressional issues involving the regulation of pharmaceuticals, medical devices and food. Mr. Pines served 10 years in senior positions at the United States Food and Drug Administration (FDA).

Mr. Pines is vice chairman of the board of the Medstar Research Institute and a member of the

board of Sclor Pharma Inc., The Patient Channel, and the Food and Drug Administration Alumni Association. He was a member of the Public Health Service's first Task Force on AIDS Education.

Mr. Pines was previously executive vice president of a large international public relations agency. Prior to that, he served at the FDA as chief of consumer education and information, chief of press relations and associate commissioner for public affairs. He was the chief spokesman of the FDA for seven years and also was the founding editor of the FDA consumer magazine. In 2004, Mr. Pines was named the FDA's Alumnus of the Year and has published a number of books on crisis matters and the FDA.

Published Works:

FDA Advertising and Promotion Manual; FDA: A Century of Consumer Protection; A Framework for Pharmaceutical Risk Management; How to Work With the FDA; Making Your Case to the FDA: Strategic Communication Before, During and After Your Drug's Approval; A Practical Guide to Food and Drug Law and Regulation; Communicating in a Health Care Crisis

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