

NEWS RELEASE

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Big Arrow Group Named by Biocodex to Evaluate Stimol® International Brand in U.S. Market

NEW YORK, NY – July 12, 2007 – Big Arrow Group, a full-service strategic consulting and communications firm, today announced they have been selected by Biocodex, Inc., the independent, privately held French pharmaceutical company, to research a strategy to launch a leading global brand in the United States.

Stimol (citrulline maleate) is a dietary supplement clinically proven to reduce fatigue and drastically increase aerobic energy during exercise. The OTC healthcare product is an established brand, currently sold in several international markets in Europe and Africa. Big Arrow Group will play a strategic role in evaluating Stimol and its viability in the U.S. marketplace.

“Big Arrow provides us with the comprehensive strategic insight and understanding of the marketplace that is essential to translate into the most authentic, differentiated and sustainable brand identity that will offer the greatest potential for success,” says Nicolas Coudurier, International Director for Biocodex.

“Big Arrow’s intensive research-based methodology and Leadership Market Modeling will play an important role in understanding and determining the strongest potential for this exciting product,” says Mike Marino, President of Big Arrow Group. “We are pleased to work with Biocodex on such an important initiative and launch and grow this established global brand to the U.S. market.”

About Big Arrow Group

Big Arrow Group is a full-service strategic consulting and communications firm specializing in global brand development, marketing planning and integrated communications, new product development and market research. The firm has redefined communications deliverables through research and case-tested strategies to provide their clients with practical, easily activated strategies that build and accelerate brand momentum. Founded in 2004, Big Arrow Group is headquartered in New York City, N.Y. with consultancies in London and Los Angeles. Big Arrow Group provides strategic planning and corporate brand development in technology, healthcare, pharmaceutical and business-to-business for a wide range of clients, including Biocodex, Genzyme Corporation, Penguin Computing and W.R. Grace and Company. To learn more about the Big Arrow Group, please visit <http://www.bigarrowgroup.com>.



About Biocodex

Biocodex is a family business founded in France more than 50 years ago with its U.S. headquarters located in San Bruno, California. The company's innovative drug for treatment of diarrhea, Florastor[®], has seen widespread acceptance in Europe and is now marketed in approximately 85 countries, becoming the best-selling probiotic worldwide.

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