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May 1, 2007

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Interactive Holdings Acquires Pharmaceutical Strategic Initiatives

DURHAM, NC- Locally-headquartered Interactive Holdings, LLC (Interactive) announced that it has completed the acquisition of Pharmaceutical Strategic Initiatives (PSI) located in Cary, North Carolina. The acquisition of PSI follows the acquisition of Durham-based Presentation Strategies earlier this year. In keeping with the Interactive Holding (IH) model of acquisition, the previous owner, Chuck Carter, PharmD, MBA, will stay on as president of PSI.

“PSI met all of our criteria for a great addition to the IH family. They bring some strong new customer relationships in the pharmaceutical arena, unique medical affairs consulting capabilities and exceptional entrepreneurial leadership in Chuck Carter. We just couldn’t be more pleased to have Chuck and his whole team join Interactive Holdings” said Robert Befus, CEO of IH.

Since 1987, PSI has built a team of seasoned professionals whose expertise ranges from clinical research, outcomes research, strategic brand planning, opinion leader development and medical affairs consulting services. According to Carter, “the IH business model was a perfect fit for PSI. We retain our local leadership and independence, while gaining the strategic support and resources of IH. They have removed much of the burden and frustration of running a small company, allowing us to focus all of our time and attention on serving customers. We expect to see significant

growth in our business this year as a direct result of being an Interactive Holdings company.”

Interactive Holdings expects to continue its quest for exceptional small companies to add to its portfolio. “We are in discussions with several other acquisition candidates and expect to close on another company or at least have a Letter of Intent signed before the end of the year” Befus said.

About Pharmaceutical Strategic Initiatives

Founded in 1988 by Charles Carter, PharmD, MBA. Pharmaceutical Strategic Initiatives (PSI) provides strategic marketing consultation and content development services to the pharmaceutical industry. For more information about PSI, contact Yulanda Wilson at 919.481.6622 or visit www.psillc.com.

About Interactive Holdings, LLC

Interactive Holdings has begun the process of identifying “new media” companies in both the U.S. and abroad that fit its criteria for acquisition. Targets for Interactive Holdings include companies specializing in interactive multimedia development, strategic communications, digital marketing, presentation design/development/delivery, and content development firms. For more information about IH, contact Ellen Weber at 919.763-1400 or visit www.interactive-holdings.com.