

*For Immediate Release*

Contact:  
Tiffany Smith  
Red Bridge Marketing  
[tsmith@redbridgemarketing.com](mailto:tsmith@redbridgemarketing.com)  
Phone: +1-512-243-6355  
Fax: +1-212-457-8003

## **Red Bridge Marketing Acquires BioPortfolio as a New Client**

Austin, Tx (October 20, 2008) – Red Bridge Marketing, a firm that provides marketing solutions to companies in the life sciences industry, announced today it will market and sell selected BioPortfolio's products and services in the US. BioPortfolio (<http://www.BioPortfolio.com>) is an established online life science and pharmaceutical news and information site.

"We are excited to work with an established site such as BioPortfolio. With their high traffic and rapid growth rate, we see this partnership as a great opportunity for everyone involved," says Dawn Obermoeller, principal of Red Bridge Marketing.

"We are pleased to announce this deal with Red Bridge Marketing," said Peter Barfoot, CEO of BioPortfolio. "Red Bridge Marketing has been selected for their professionalism and unique understanding of the life science market place. With BioPortfolio's unique position in the global life science internet space, we're committed to providing a high rate of return for advertisers and suppliers to the global life science industry."

BioPortfolio is Red Bridge Marketing's most recent client in a growing portfolio of customers, which include, Seralogix, Lab Armor, HumanZyme and others.

### **About Red Bridge Marketing**

Red Bridge Marketing is a next generation marketing firm that offers highly customized marketing solutions to companies in the life science industry. Red Bridge Marketing's experts have the both the scientific and marketing knowledge to help you reach your marketing and sales goals. For more information, please visit <http://www.redbridgemarketing.com>.

### **About BioPortfolio**

BioPortfolio (<http://www.bioportfolio.com>) is the leading careers, news and information resource for the life science and pharmaceutical industries. It is one of the most popular websites in this space with over 18,000 unique visitors per day. BioPortfolio's website offers advertising opportunities targeting scientists and managers for recruitment, product, service and event communications.

