

CompareNetworks, Inc. Acquires Russell Publishing LLC, Creating Definitive Resource for Technology and Product Information in the Life Science and Pharmaceutical Industries

Acquisition of American Pharmaceutical Review, Pharmaceutical Outsourcing, and International Drug Discovery Adds Respected Pharmaceutical and Biopharmaceutical Content to State-of-the-Art Online Marketplaces

 **marketwire** Press Release: *CompareNetworks, Inc.*

SOUTH SAN FRANCISCO, CA--(Marketwire -11/29/11)- [CompareNetworks, Inc.](#), a leading provider of online B2B marketplaces for the scientific and healthcare industries, announced today the acquisition of Russell Publishing LLC, complementing the company's innovative online marketplaces with industry-leading pharmaceutical publications. Russell Publishing's titles include [American Pharmaceutical Review](#), [Pharmaceutical Outsourcing](#) and [International Drug Discovery](#).

"By merging world-class content from the Russell Publishing publications with CompareNetworks' online product marketplaces, we will create the ultimate online resource for technology and product information in the life science industry," said Brian Cowley, CEO of CompareNetworks. "Our goal at CompareNetworks is to empower scientists and healthcare professionals with marketplaces to enhance their productivity. This new entity will produce a multi-use content platform that will help life science and pharmaceutical professionals find and compare products and solutions, as well as research business and technology trends."

The addition of the highly respected content from Russell Publishing will expand the pharmaceutical industry information offered on CompareNetworks' sites. The assets of International Drug Discovery will complement [Biocompare.com](#), the CompareNetworks vertical serving the life sciences. Assets from American Pharmaceutical Review and Pharmaceutical Outsourcing will enhance [Drugdevcompare.com](#), which targets the drug development industry.

"We're focused on providing accurate, unbiased, and complete editorial coverage of the trends and issues in the pharmaceutical and drug development industries," said Nigel Russell, President of Russell Publishing. "By merging with CompareNetworks, our content will reach an even larger audience and provide more comprehensive product information for readers at all stages of the buying cycle. We are excited to bring our readers additional online resources, and to create the premier source of information on products and services available to life science and pharmaceutical professionals."

In addition, marketers now have an integrated platform for advertising across all media channels: online, lead generation, email, video and print. The new platform will ultimately save advertisers valuable time and marketing dollars, and allow for more consistent product positioning and messaging.

CompareNetworks, Inc.

Headquartered in South San Francisco, California, [CompareNetworks](#) operates targeted, online, B2B marketplaces for professionals worldwide. Focused on providing detailed product information for niche markets, CompareNetworks integrates online marketplaces, email newsletters, award-winning video, whitepapers and editorial content to bring buyers and sellers together. With an extensive directory of more than two million products with complete specifications, and thousands of product videos, CompareNetworks provides the most up-to-date B2B marketplaces on the Web.

Russell Publishing LLC

[Russell Publishing LLC](#), a privately held company founded in 1998 and based in Indianapolis, IN, has become one of the leading publishers of life science B2B publications in the world. The company's three titles and websites cover all aspects of the pharmaceutical and biopharmaceutical pipeline, from discovery to commercialization, with a goal of providing readers with the most timely and pertinent information in their respective fields while at the same time providing a comprehensive marketing solution for clients' products and services.

American Pharmaceutical Review, Pharmaceutical Outsourcing and International Drug Discovery bring the most up-to-date reviews, news, trends and commentary in an ever-changing industry. Each publication has its own complementary website, e-newsletter, and webcast program to offer the complete spectrum of marketing opportunities for any company that operates in the life science arena.

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<http://finance.yahoo.com/news/comparenetworks-inc-acquires-russell-publishing-140000546.html>