

News

For Immediate Release

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5MetaCom Chosen to Represent Indiana at BIO 2007

BOSTON, May 9, 2007 – At the invitation of the Indiana Economic Development Corporation, 5MetaCom, a Carmel, Ind.,-based marketing communications firm, joined the state’s official delegation to BIO 2007, a three-day, international biotechnology convention that ends today in Boston. As the only marketing services firm participating from Indiana, the selection highlighted 5MetaCom’s unique niche as part of the state’s infrastructure for technical and scientific businesses.

“It was rewarding to be recognized for the part we play in the state’s growing biotech environment,” said Chris Wirthwein, CEO of 5MetaCom. “With fellow Indiana companies such as Eli Lilly and Roche Diagnostics, the state has a solid presence in one of today’s fastest-growing global market segments.”

To showcase Indiana’s growing clout in the global biotech community, 5MetaCom joined more than 30 organizations, such as Dow AgroSciences, Cook Pharmica and BioCrossroads to participate in BIO 2007. The annual conference, managed by the Biotechnology Industry Organization (BIO), allows governments, institutions and companies to showcase their capabilities and assets to the approximately 20,000 participants.

Founded in 1977, 5MetaCom is a full-service advertising and public relations agency headquartered in Carmel, Ind. The firm is the state’s largest specializing in advertising for technical and scientific products.

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