

FFF Enterprises Launches BioSupply Trends Quarterly Magazine

Inaugural July 2009 issue tackles timely topics such as vaccine awareness and pandemic preparedness, and is positioned as a definitive source of information for the biopharmaceuticals marketplace.

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FFF Enterprises, the nation's most trusted distributor of plasma products, vaccines and critical-care biopharmaceuticals announced today that it is once again entering the publishing arena with the launch of its second magazine, *BioSupply Trends Quarterly* (BSTQ).

"I often have to remind myself that in addition to our biopharmaceutical distribution company and specialty pharmacy, we are also publishers," says Patrick M. Schmidt, chief executive officer, FFF Enterprises and publisher, *BioSupply Trends Quarterly*. "Our first magazine, *IG Living*, just celebrated its third anniversary in March of this year. This newest publishing endeavor, *BioSupply Trends Quarterly*, comes in response to the positive feedback from our customers who have come to rely on our *BioSupply Trends* bi-weekly e-newsletter." BSTQ's mission is to serve as the industry's leading resource for timely, newsworthy and critical information impacting the biopharmaceuticals marketplace. Offering in-depth profiles on the leaders and trailblazers within the biopharmaceuticals industry, BSTQ also features informative columns, research findings, product news and a valuable resource guide in each issue. A pull-out product catalog and reference guide with NDC numbers will be tipped into select issues.

"We envision this magazine to be an expanded resource for up-to-date news, trends, perspectives and leading indicators on the topics pertinent to our readers – the healthcare providers," says Ronale Tucker-Rhodes, editor, *BioSupply Trends Quarterly*.

The vaccine theme of BSTQ's inaugural issue was decided long before the H1N1 (swine) flu outbreak made vaccine availability and pandemic preparedness headline news, notes Sheryl Perez, vice president marketing,

FFF Enterprises and creative director, *BioSupply Trends Quarterly*. "Our hope is that the coincidental timing of this publication containing today's most topical issues proves valuable to our readers as they plan for the many unknowns in the upcoming flu season." Timely H1N1 news and a feature: *Pandemic Preparedness: Are We Ready?* were incorporated into the July issue. Also included are a cover feature: *Influenza: The Domino Effect*, that delivers a new slant on who should get vaccinated, with an up-close look at "herd protection," the concept of vaccinating the strongest to protect the weak; tips on boosting vaccination rates across population lines; an update on the uses of human albumin; and new indications for immune globulin.

BSTQ will reach more than 50,000 subscribers including national distribution to general practice physicians, hospital and clinic chiefs of staff and buyers, pharmacy managers and buyers, specialist physicians, and other healthcare professionals. For subscription information contact Ronale Tucker-Rhodes, (800) 843-7477, editor@BSTQuarterly.com or visit www.BSTQuarterly.com

About BSTQ

BioSupply Trends Quarterly (BSTQ) is a quarterly publication published by FFF Enterprises, Inc. BSTQ has a national distribution to general practice physicians, hospital and clinic chiefs of staff and buyers, pharmacy managers and buyers, specialist physicians and other healthcare professionals. The publication's mission is to serve as the industry's leading resource for timely, newsworthy and critical information impacting the ➤



biopharmaceuticals marketplace, while providing readers with useful tips, trends, perspectives and leading indicators on topics pertinent to their business.

About FFF Enterprises, Inc.

FFF Enterprises, Inc., a privately held corporation, is the largest and most trusted distributor of plasma products, vaccines and other biopharmaceuticals in the U.S. Founded in 1988, FFF is celebrating its 21st year with more than a billion dollars in annual sales and a flawless safety track record. FFF's Guaranteed Channel Integrity™ ensures that products are purchased only from the manufacturer and shipped only to healthcare providers, protecting patients and manufacturers from counterfeit risks and pricing irregularities inherent in secondary and gray market channels. FFF's proprietary technologies, Verified Electronic Pedigree™ and Lot-Track™, provide verification of this secure channel. FFF's MyFluVaccine (www.MyFluVaccine.com) has revolutionized the flu marketplace, offering a dedicated flu vaccine supply, delivered to customers on the date of their choosing, and offering certainty in a volatile market segment. FFF's ability to move rapidly in a dynamically changing marketplace allows the creation of new opportunities for customers through innovative vehicles for distribution.

