

VIRTUE AND DATAPHARM DELIVER PFIZER MIGRAINE SYMPOSIUM

Frankfurt, Germany; London, UK – 21 July 2004

Virtue Communications, ("Virtue"), a leading provider of online corporate communications solutions, and DATAPHARM New Media, a leading provider of marketing and online-communication services to the Pharmaceutical industry, today announce they were selected to deliver Pfizer's Online Migraine Symposium.

Christian Soethe, from Datapharm New Media, said: "Webcast is an expedient and modern supplement in the range of online activities for the Pharmaceutical industry. This kind of information brokering makes DTP-Information and Health-Information more emotional and confidential, and will be therefore an essential element of online communications."

By broadcasting the symposium over the web Pfizer will be able to greatly extend the reach to a much wider and geographically dispersed audience. The event was broadcast live and is now available for on demand viewing at <http://www.migraine-online.de/>. The online event supports the marketing of Pfizer's new online service "Migraine-online", which serves as a portal for information on the latest news and research in the area of migraine treatment.

Klaus Ackerstaff, CEO, Virtue Broadcasting, said: "This deal reaffirms the growth we are seeing in our reseller programme in the German market – and the value of our relationship with Datapharm for the Pharmaceutical industry. We are always delighted to work with leading companies such as Pfizer."

About Virtue Communications

Virtue Communications, part of Virtue Broadcasting Plc, is a leading corporate communications solutions provider in Europe and Asia Pacific enabling corporations to communicate both internally and externally, to support their business goals, cost-effectively. Virtue provides organizations with the technology infrastructure and software solutions, which empower them to create and deliver communication messages which complement their global communications strategies. It is headquartered in London, and has offices in Zurich, Frankfurt, Munich, Stockholm, Madrid and Sydney.

www.virtue-communications.com

Public Relations Contact:

Kay Knoche

Virtue Communications GmbH

Tel: +49 (0) 69 7508 5700

Email: kay.knoche@virtuecomms.com

Franco Fubini

Virtue Communications

Tel: +44 (0) 20 7785 6000

Email: publicrelations@virtuecomms.com