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ESMO and Imedex Announce Partnership for the *World Congress on Gastrointestinal Cancer*®

ALPHARETTA, Ga. December 15, 2004 – Imedex, Inc. and The European Society for Medical Oncology (ESMO) today announced their collaboration in the promotion of *The World Congress on Gastrointestinal Cancer*®, a clinically-focused Congress that has attracted thousands of oncologists and gastroenterologists since its inception in 1999. In a joint statement

Paris Kosmidis, MD and President of ESMO,
Stefan Terwindt, President of the Congress organizer, Imedex, Inc.,
Eric Van Cutsem, MD, PhD, and Mario Dicato, MD, Congress co-chairmen,
emphasized the benefits of collaboration and dedication to the future success of the Congress.

“The World Congress on Gastrointestinal Cancer is the most important international meeting on gastrointestinal cancer,” Dicato said, “and the endorsement by such a prominent organization as ESMO will certainly raise the exposure of this event internationally.”

“The endorsement of the World Congress on Gastrointestinal Cancer fits into the ongoing mission of ESMO to provide medical oncologists around the world with the information, knowledge, and experience that are the backbones of excellence in clinical practice,” said Kosmidis. “The World Congress is leading the way in offering clinically significant information to its growing number of attendees each year. We believe that this Congress plays a significant role in educating and updating medical oncologists working in the field of gastrointestinal cancers and through this collaboration, we can bring a high quality educational experience to a growing network of practicing physicians.”

The World Congress on Gastrointestinal Cancer (www.worldgicancer.com) is entering its 7th year, with the 2005 meeting scheduled for June 15-18, 2005 in Barcelona, Spain. The Congress provides a forum where specialists in cancer research, leading oncologists and practicing clinicians review the state-of-the-art in gastrointestinal cancer and share the latest information on its multidisciplinary management. A total of 86 countries were represented by 2,250 attendees in 2004.

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Notes to Editors

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About Imedex® , Inc.

Based in Alpharetta, Georgia, USA, Imedex®, Inc. (www.imedex.com) is an industry leader in providing accredited medical education services. With 20 years experience in medical education, Imedex concentrates on developing proprietary independent CME programs worldwide and collaborates with medical associations and health care companies to produce a full range of medical education products. With innovative and focused scientific programs, Imedex continually exceeds the expectations of thousands of physicians each year.

Imedex has extensive relationships with leading healthcare professionals and opinion leaders in many fields of medicine. Imedex provides a fully staffed medical resource department as well as in-house business development, project management, marketing and graphic and web-design services. Founded in 1985 in The Netherlands, Imedex established its US-based operations in 1987.

About the European Society for Medical Oncology (ESMO)

ESMO is Europe's leading professional society providing education and clinical guidelines for medical oncologists and other healthcare professionals, working to ensure optimal care for cancer patients. Since its inception in 1975, and currently with nearly 4,500 members throughout Europe and the world, ESMO has consistently promoted its belief that every cancer patient is entitled to the best possible treatment available. The use of medicine is now a fundamental aspect of cancer therapy and, consequently, cancer patients need to be treated by qualified medical oncologists. Through its flagship scientific journal, *Annals of Oncology*, ESMO publishes research results on all aspects of clinical oncology. Donations to the ESMO Foundation support ESMO activities as well as cancer research. More information about the Society is available at www.esmo.org.

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