



PEER REVIEW INSTITUTE AND TOBAR, LLC ANNOUNCE STRATEGIC PARTNERSHIP

A Collaboration to Enhance the Credibility and Compliance of Pharmaceutical Promotion

Blue Bell, PA October 17, 2011 □ Peer Review Institute (PRI) and TOBAR, LLC today announced a strategic partnership that will expand the adoption of PRI services among pharmaceutical, biotech and medical device manufacturers. Regulatory agencies, physicians, and scientific journals have increasingly expressed concern regarding the accuracy and objectivity of manufacturer-initiated information. PRI offers clients an independent review of their promotional initiatives to ensure that all claims are scientifically validated.

"Peer Review Institute has a highly distinguished Board of Advisors and access to hundreds of physicians and pharmacists who are expert in virtually every area of medical specialization. Through our new partnership with TOBAR, LLC, an increasing number of customers will have access to our independent experts, who in turn will provide objective and balanced vetting of promotional materials," says Albert Wertheimer, Ph.D., Principal and co-founder of Peer Review Institute.

In a statement, Peter Tobar, Principal at TOBAR, LLC said, "Peer Review Institute offers drug manufacturers an outstanding resource to ensure that their promotion remains consistent with the goals of FDA's Division of Drug Marketing, Advertising and Communication (DDMAC) in protecting public health. Specifically, they help assure that prescription drug information is truthful, balanced and accurately communicated."

About Peer Review Institute: Peer Review Institute was established to support the pharmaceutical, biotech and medical device industries by enhancing the credibility and regulatory compliance of their promotional messaging. PRI offers clients a professional vetting of their promotional material by independent, therapeutic category experts to help ensure that product claims are clinically sound, fair-balanced, and compatible with the current scientific literature. <http://www.peerreviewinstitute.com/>

About TOBAR, LLC: TOBAR LLC was established in January 2010 by Peter Tobar as a consulting company providing marketing support within the pharmaceutical and vaccines industry. Mr. Tobar, who serves as managing partner of TOBAR, LLC has broad leadership experience in marketing and sales management having worked 20 years for Wyeth Pharmaceuticals (acquired by Pfizer, Inc). He is widely known in the industry for leading the marketing team that launched Prevnar, the most commercially successful worldwide introduction of a vaccine.

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