



FOR IMMEDIATE RELEASE

Cadient Group Sponsors Lemon Run Benefiting Alex's Lemonade Stand Foundation *Leading Healthcare Digital Marketing Agency Partners with Lemon Run for the Second Consecutive Year*

King of Prussia, Pa., November 1, 2010 – **Cadient Group**, a leading provider of digital marketing services and technology-enabled solutions for the healthcare industry, is a proud supporter of this year's **Lemon Run** benefiting Alex's Lemonade Stand Foundation (ALSF) on November 14, 2010. ALSF is dedicated to raising funds for cutting-edge research projects and supporting programs to assist patients, caregivers and healthcare professionals touched by childhood cancer.

“Cadient strives to improve health outcomes from both sides of the system. As a leading agency within the healthcare industry, Cadient provides advanced digital and technology solutions to healthcare companies, but equally as important, joins patient communities to raise funds and awareness,” said Stephen Wray, chief executive officer, Cadient Group. “The Lemon Run gives Cadient another opportunity to make a direct contribution to what drives our company and people everyday – improving patients’ quality of life.”

This year, Cadient Group supports the Lemon Run as a company team and silver sponsor. **Team Cadient Group** welcomes all to join. The Lemon Run 5K walk/run and kids walk will take place on Sunday, November 14, 2010 at Memorial Hall in Fairmount Park. Since Alex set up her first lemonade stand in 2000—truly exemplifying the saying “When life hands you lemons, make lemonade”—and the Foundation’s establishment in 2005, ALSF has raised more than \$35 million, with more than \$12 million of those dollars coming from lemonade stands. For more information about the race and the ALSF, please visit www.alexlemonade.org.

About Cadient Group

Cadient Group is a leading provider of digital marketing services and technology-enabled solutions for the healthcare industry. Powered by our suite of agency services, consultation services and technological expertise, Cadient Group delivers sensible strategies that inspire possibilities. By leveraging emerging technologies to drive our own innovative solutions, we deliver impactful interactive customer experiences for healthcare professionals, consumers, caregivers and payers. Through strategic insights, audience activation and program optimization, we ensure that our clients’ business objectives are achieved. For more information about Cadient Group, visit www.cadient.com.

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