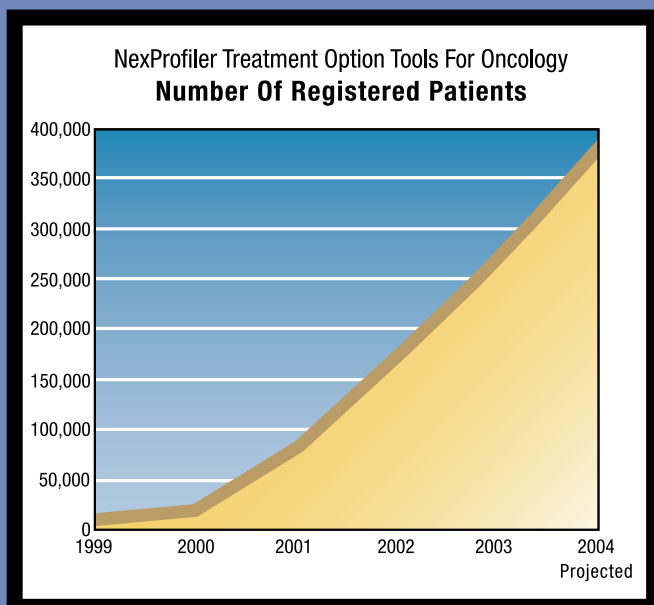




Comprehensive Patient Data and Sophisticated Marketing Research Deliver Targeted Research Studies

HCD Research and NexCura® have formed a strategic alliance to provide medical marketers with the ability to target and survey hard-to-reach patient segments, as well as physicians and health care professionals in oncology, cardiovascular, and respiratory disease areas.



HCD Research will use specific patient data and work directly with NexCura

NexCura has a growing database of more than 500,000 individuals that use its 29 proprietary NexProfiler™ Treatment Option Tools. These oncology, cardiovascular and respiratory tools provide patients and caregivers with customized reports specific to their individual clinical presentation. There are more than 4,000 new registrants each week via NexCura's numerous embedding partners, including national advocacy organizations, hospitals and health information companies.

NexCura's database of patients and caregivers contains hundreds of comprehensive data elements and variables for a broad range of research segments. These elements are collected when NexProfiler Tool users enter detailed clinical information about their medical condition, enabling NexCura to identify and access highly targeted patient segments. When individuals register to use the NexProfiler tools, they are given the opportunity to participate in market research and approximately 80% opt-in.

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HCD Research will use specific patient data and work directly with NexCura to recruit patients to participate in DTC (direct to consumer) marketing and advertising research studies. HCD Research also has broad experience in accessing specific types of physicians and health care professionals for market research in these clinical areas as well. As a result, the partnership between HCD Research and NexCura will enable researchers to access both sides of the decision-making process relevant to these medical conditions.

NexCura is a health care education and medical information company headquartered in Seattle, WA. The company provides patients, caregivers and providers with relevant, timely and evidence-based knowledge, and offers tailored programs to meet the needs of each clinical situation.

HCD Research is a marketing and advertising research company headquartered in Flemington, NJ. The company's services include web-based and traditional marketing and advertising research services.

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Oncology

| | |
|--------------------------------|----------------------------|
| Bladder | Melanoma |
| Breast | Multiple Myeloma |
| Cervical | Non-Hodgkin's Lymphoma |
| Colorectal | Oral Cavity and Oropharynx |
| Hodgkin's Disease | Ovarian |
| Kidney | Pancreatic |
| Leukemia (Adult ALL, AML, CML) | Prostate |
| Non-Small Cell Lung Cancer | Testicular |
| Small-Cell Lung Cancer | Uterine |

Cardiovascular

| |
|-------------------------|
| Atrial Fibrillation |
| Cholesterol |
| Coronary Artery Disease |
| Heart Failure |
| High Blood Pressure |

Respiratory

| |
|-----------|
| COPD |
| Hay Fever |
| Asthma |

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