



FOR IMMEDIATE RELEASE.

DATE: July 27, 2009

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Rhycom launches a dynamic brand for United BioSource Corporation.

(Overland Park, KS)—Rhycom, a full service, strategic communications agency, recently launched a dynamic brand for United BioSource Corporation (UBC) at DIA's 45th Annual Meeting in San Diego, June 22nd through June 24th. As part of a recent branding campaign, Rhycom designed and executed new corporate identity, print collateral, 20-foot x 40-foot tradeshow booth with Flash animation, print and online advertising and provided support for a reception for 500 guests.

[About United BioSource Corporation](#)

UBC is the premier global provider of evidence-based pharmaceutical services that integrate scientific and operational expertise with innovative technology solutions to support global development of medical products for life sciences companies. UBC's unique strength is the generation, analysis and communication of real-world evidence across the life cycle continuum.

[About Rhycom](#)

Rhycom focuses on strategy, creativity and commitment to clients, and consistently ranks in the *Kansas City Business Journal's* "Top 25 Advertising Agencies." Founded in 1999, Rhycom conceives and executes interactive and traditional marketing and advertising campaigns. Our clients include start-ups, established brands, and national and international corporations all with a common goal—to grow their business and their brand. Rhycom's services include strategic planning, research, advertising, interactive, web development, public relations and event promotion.



1999 | 2009