



**FOR IMMEDIATE RELEASE:**

**New York, NY, July 25, 2007—(<http://www.dramatichealth.com/news>) Of Special Note: Dramatic Health and Sanofi – Aventis to present Go-Insulin Campaign at DTC National’s “DTC in the Age of Innovation” this October.**

Sean Moloney and Senior product manager of Diabetes Consumer Care, Lynn Crowe, will co- present the Go-Insulin Campaign at DTC National’s “True Innovations in DTC” on October 25. Amidst presentations by AstraZeneca, Novartis, Organon and Sepracor, Sanofi-Aventis plans on showcasing their “Go-Insulin Webisode” campaign, strategies centered around Dramatic Health’s new approaches in the development and distribution (from the web to national television) of high-impact, narrative health video.

DHI will be presenting in an all-video format leaving behind PowerPoint slides and handouts in order to highlight strengths and new media approaches.

See <http://goinsulin.com> (Sanofi-Aventis/Lantus Insulin Brand)

*About DTC in the Age of Innovation:*

This conference will be held at the Sheraton Parsippany Hotel in Parsippany, NJ between the days of October 24 and 25. For more information about the daily agenda or to register to attend the “DTC in the Age of Innovation” conference, please visit their website at [www.dtcevents.com](http://www.dtcevents.com)

*About Dramatic Health:*

Dramatic Health, Inc is located in New York City and is a leading producer of custom and syndicated health film and video productions that inform and motivate audiences through high-impact, real-life, narrative episodes.

To watch Dramatic Health’s productions visit <http://dramatichealth.com>

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