

PRESS RELEASE
For immediate release

**DÉFI TWEETE TES NEURONES! - OPTIMUM VICE PRESIDENT AND GENERAL
MANAGER, ISABELLE PERRAS, AGREES TO ACT AS PRESIDENT OF THE JURY**

Montréal, February 17, 2011 – Marie-Kym Brisson, Vice President, Public Affairs and Communications at Génome Québec, and Diane Gosselin, Vice President, Research and Business Development at CQDM, announced today that the Vice President and General Manager of Optimum Public Relations, Ms. Isabelle Perras, will act as President of the jury that will select the *Défi Tweete tes neurones!* winning team, an initiative launched on January 10th in Québec's universities.

When asked to participate in the project, Ms. Perras immediately discerned a common thread linking the two realities: *"Like communications, the life sciences is a dynamic sector undergoing constant change while offering unlimited possibilities. A sector where progress is propelled by passion and cutting-edge technology."* For Optimum's Vice President and General Manager, serving as President of the jury represents a singular opportunity to contribute to an innovative campaign promoting the life sciences, in an environment where digital technologies are increasingly prevalent. *"The general population's knowledge of the life sciences is paltry, and the sector is of little interest to the media. Being involved in an initiative designed to provide it with further exposure while increasing youth's awareness of this thrilling world through innovative communication strategies and methods is extremely exciting,"* she stated.

Génome Québec and the Québec Consortium for Drug Discovery (CQDM) also announced that in order to enable all Québec's universities to be represented, registrations for the *Défi Tweete tes neurones!* will be accepted until **5:00 p.m. on February 23.**

The competition aims at developing a campaign to promote the life sciences sector, specifically the part of the sector dedicated to medical and biopharmaceutical research. The winning team will receive \$10,000 and if the project is subsequently executed, the winning team could be invited to take part in the implementation process.

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About Génome Québec

Génome Québec is an organization that aims to support Québec's scientific and socioeconomic development, by funding wealth initiatives in genomics research and implements programs to integrate research results into health and natural resources sectors.

To learn more: www.genomequebec.com

About the Québec Consortium for Drug Discovery

Québec Consortium for Drug Discovery (CQDM) is a meeting ground for all stakeholders in drug research, whose primary mission is to fund research projects carried out in partnership between the academic and hospital milieus in the public sector and the pharmaceutical and biotechnology industries in the private sector.

To learn more: www.cqdm.org

Information: info@tweetetesneurones.com

Louise Thibault

Project Manager, Communications
Génome Québec
514 398-0668, ext. 232

Sonia Lanthier

Administrative Coordinator
CQDM
514 766-6661, ext. 2192