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Press Release

StrikeForce and Zemoga Form Alliance

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NEW YORK, Nov. 1, 2010 /PRNewswire/ --Proving once again that "precision pairing" pays, StrikeForce Communications, a one-year-old healthcare agency that believes in a "SWAT Team" approach, has joined forces with Zemoga, a global digital innovation firm, to create customized digital solutions for clients seeking to leverage technology to drive business.

Both firms are highly entrepreneurial and both, according to Mike Rutstein, founder and president of StrikeForce, embrace a collaborative business model. "We share the same philosophy," Rutstein said. "We believe that linking the right talent--whether individual or agency--to the specific client is a lot more effective than the one-size-fits-all mentality of traditional agencies."

Zemoga, founded in 2002 by DJ Edgerton and Alejandro Gomez, today has over 150 employees with 5 offices in the U.S. and Latin America. The company specializes in the strategy, design and development of digital programs across multiple channels including Web, iPad and mobile devices.

Initially, the two firms will work together to create an innovative digital distribution program for a major brand from Alcon Laboratories. The account is one of several awarded to StrikeForce by the optical giant. Other recent wins have come from Orexigen Therapeutics and a Canadian company specializing in nutritional supplements. Previous assignments include projects from Pfizer (formerly Wyeth), Abbott Laboratories, Sepracor and Pozen Pharmaceuticals.

Zemoga has successfully created digital healthcare solutions through collaboration with other healthcare agencies including Palio Communications. Clients include Bristol-Myers Squibb, Pfizer, Stiefel Duac, EMD Sorono, URL, Genentech and Alcon. The company is best-known for Pixels & Pills (www.pixelsandpills.com), the leading industry blog, which covers the progress and challenges of the e-patient movement and the use of social media. The blog also documents the opportunities provided by technology, allowing pharmaceutical companies to educate and inform their customers through digital innovation.

DJ Edgerton, the company co-founder and CEO, credits Zemoga's success to its proprietary methodology and its ability to deliver ground breaking technology driven by digital strategies. This process has produced strong business results for clients like Sears, Rodale Publishing and Toyota.

Summing up the StrikeForce strategic alliance, Edgerton put it this way. "Our companies think alike and we operate alike. Moreover, we believe that in a world of light speed digital evolution, only those who choose not to limit themselves and collaborate with other leaders will survive and thrive."

About StrikeForce:

Launched in the summer of 2009, StrikeForce Communications is located at 366 West 11th Street, Suite 4F, New York, NY 10014. Telephone: 917-475-1876. E-mail: mrutstein@strikeforcenyc.com. Website: www.strikeforcenyc.com. The company specializes in consumer advertising for prescription products as well as OTC and medical devices.

About Zemoga:

Founded in 2002, Zemoga is an award-winning digital innovation firm that specializes in the creation of meaningful and engaging interactive experiences across all digital platforms. With offices in the U.S. and Colombia, Zemoga's healthcare clients include Pfizer, Bristol-Meyers Squibb, Stiefel Duac, Alcon, Avanir, Shire Fosrenol and Rodale Publishing. For more information please

visit: www.zemoga.com

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