

FOR IMMEDIATE RELEASE
November 30, 2011

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OASIS CONSUMER HEALTHCARE SELECTS DONER
AS AGENCY OF RECORD

(Detroit) – Oasis Consumer Healthcare LLC., an innovative company that continues to put the latest science to work by creating leading edge products for the health and beauty market, has selected Doner as agency of record following an extensive review. As the brand's full service agency, Doner will be responsible for the creative duties, media planning and buying, brand positioning as well as developing integrated marketing strategies to assist Oasis Consumer Healthcare in building the Oasis brand, galvanizing existing customer relationships and increasing distribution in new channels.

“We're looking to make an impact and expose more people to the innovative over the counter medical products that are part of our brand,” said Brian Sokol, CEO, Oasis Consumer Healthcare. “Doner's strategic and creative expertise and ability to connect with consumers at all touchpoints made them the obvious choice.”

“The Oasis business is another exciting addition to our growing list of clients in the medical and healthcare field,” said Jennifer Deutsch, executive VP, general manager, Doner Cleveland.

“We're thrilled to be working with such an entrepreneurial and innovative company and look forward to using our healthcare experience to help differentiate the brand and bring growth to the category.”

The account will be serviced out of the agency's Cleveland office and supported by its Detroit headquarters. The initial campaign is expected to launch at the beginning of 2012.

About Oasis Consumer Healthcare LLC

Based in Cleveland, Ohio, Oasis Consumer Healthcare is a manufacturer of innovative over the counter germ remediation medicines, with products sold at leading national retailers.

About Doner

Based in Detroit, Doner is an independent agency with offices in the United States and London, serving clients including Chrysler Group LLC, Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Lubricants, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Choice Hotels International, Chiquita and Avery Dennison. As a full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at www.doner.com.