

## press release

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### **De Facto appointed to Aloka Europe**

#### **London-based team to promote the recently rebranded company**

**London, 15th May 2009** – De Facto Communications, part of the Bell Pottinger Group, has been appointed to provide PR support to Aloka Holding Europe AG, the worlds leading pioneer of diagnostic ultrasound systems for healthcare. Recently rebranded with the strap line 'Illuminate the Change', Aloka Europe already has a strong market share in all key European countries.

Aloka has commissioned the De Facto team with raising the profile of Aloka across Europe, promoting its range of Prosound systems, specifically designed for cutting edge medical imaging in Obstetrics and Gynaecology, General Imaging, Cardiovascular, Surgical and Endoscopic applications in medicine.

Aloka already has an excellent reputation throughout the healthcare community and De Facto will expand upon the company's innovations and achievements to generate further market awareness through the delivery of news stories, Key Opinion Leader case studies and articles illustrating how Aloka's leading edge systems are benefitting the healthcare industry.

Commenting on the appointment of De Facto, Carlos Faustmann, Chief Operating Officer of Aloka Europe, remarked: "De Facto are able to provide us with the PR and marketing support to deliver our message to our audiences. With their expertise and knowledge of the diagnostic healthcare market, we know De Facto will help us expand our market reach by providing us with the targeted communications to connect to our markets"

De Facto Associate Director, Hilary Latham will lead the account.

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#### **About De Facto Communications**

De Facto Communications is part of the Bell Pottinger Group and one of Europe's most successful public relations consultancies in life science and healthcare. In partnership with our clients, we approach our work with a passion and commitment that delivers award-winning, integrated communications programmes based on effective strategy, original thinking and creativity. De Facto is headquartered in London and operates internationally with clients across Europe and the US. Further information on De Facto Communications can be found at [www.defacto.com](http://www.defacto.com)

#### **About Aloka Europe**

Aloka has been the world's leading pioneer of ultrasound systems for the medical and health science industries for nearly 60 years. Providing solutions to the Obstetrics/Gynaecology, General Imaging, Cardiovascular, Surgical and Endoscopic Ultrasound fields through an array of cutting edge medical imaging techniques, Aloka is dedicated to excellence providing the systems needed to ensure the best quality of life for patients. Its international headquarters are located in Tokyo, Japan, the U.S. headquarters in Wallingford, CT and its European headquarters in Zug, Switzerland.