

AMAR International names Mr. Daniel Himelfarb, MBA to Business Advisory Board

Reston, VA. November 1, 2011. AMAR International, Inc. (AMAR) has appointed Mr. Daniel Himelfarb, MBA, as a Business Advisor to the company for special market assessments, product and company evaluations, including market research, new product and market opportunity assessments.

Mr. Himelfarb brings over 30 years of experience through his background within the competitive intelligence field. He has specialized in researching areas ranging from pharmaceuticals and diagnostics to healthcare and related medical equipment for corporations as well as non-profits. Mr. Himelfarb has served as a Senior Vice President at nxtMOVE, a well know market research and competitive intelligence company. Through nxtMOVE and as ex-officio of SCIP (Strategic and Competitive Intelligence Society), he pioneered the utilization of market analytics and frameworks to identify market opportunities for future products, understand customer, patient, provider and third party payer needs concerning healthcare programs, products and processes, and assisted global Fortune 1000 companies in their due diligence when seeking acquisitions of all sizes. Further, he has assisted in the drafting and redrafting of the Society's Code of Ethics in the face of the Economic Espionage Act of 1996. Mr. Himelfarb also developed training courses for the US Department of Treasury to teach government analysts competitive intelligence methods, processes and sources to be utilized in analyzing CFIUS (Committee for Foreign Investment in the US) filings concerning foreign acquirers of companies in the US. Mr. Himelfarb earned his MBA in Corporate Finance at George Washington University and BS in Business Management at University of Maryland.

About AMAR International, Inc.

AMAR is a bioscience management services company specializing in research studies coordination, research data analysis, and government programs. The company has conducted numerous market research studies in the healthcare filed. The key areas of focus are infectious diseases, substance and drug abuse, oncology, data management and statistical analysis, IT support, and several other programs that are geared for Department of Health and Human Services, NIH, FDA, Department of Labor, Department of Defense, and other government agencies. The company is dedicated to offering the right solution to federal agencies and pharmaceutical/ biotechnology companies. AMAR's approach is object-oriented; giving the company clients focused knowledge and strategic tools to accomplish their project goals. AMAR International provides tools to manage programs in behavioral and life sciences, subject matter expertise, regulatory affairs for drugs and biologics, QA/QC audits, data coordination tools and services including secure web support for all programs, biostatistical analysis, program management for clinical and pre-clinical research, and strategic advisory services to the healthcare programs in the federal government as well as to the bioscience companies. AMAR is certified by the United States Government's Small Business Administration (SBA) as 8(a), SDB, and Women Owned company. The company was incorporated in 1999. AMAR's main office is located Reston, Virginia. The office is in close proximity to numerous federal agencies in the Washington D.C. metro area.

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