



Contact: Lizzie Arroyo
305 442 0060 x. 125
lizzi.arroyo@auxis.com

FOR IMMEDIATE RELEASE

AUXIS HOSTS H1N1 PANDEMIC THREAT AND RISK MITIGATION STRATEGIES BRIEFING FOR KEY SOUTH FLORIDA BUSINESS LEADERS

Miami – October 22, 2009 – Auxis, Inc., and its event partners, Burson-Marsteller, Chertoff Group and Penn, Schoen & Berland Associates, hosted an executive lunch briefing, “Business Continuity Assurance: 2009 H1N1 Pandemic Influenza” at the Sofitel Hotel Miami on October 21, 2009.

“The World Health Organization (WHO) has already classified H1N1 as a worldwide pandemic. It is not a question of „will it affect us” but „when and how badly?” It is critical that companies, especially larger organizations, establish risk specific business continuity plans,” said Baird Lobree, President and CEO of Auxis, Inc. “We have worked with companies who have experienced the harsh failures of not having an effective plan. We wanted to communicate planning measures and options to our business and community leaders.”

Auxis, Burson-Marsteller, Chertoff Group and Penn, Schoen & Berland Associates coordinated the event to discuss recommendations to local businesses, schools, public health facilities and government entities about what should be done to ensure business continuity in the wake of the H1N1 pandemic threat. The informative and interactive program highlighted the threat, vulnerability and potential consequences of the H1N1 virus, as well risk mitigation strategies and planning to ensure business continuity. The following speakers and panelists presented at the lunch briefing:

- Baird Lobree, President and CEO of Auxis, Inc.
- Dr. J. Bennet Waters, Director and Deputy Chief Operating Officer of Chertoff Group, LLC
- The Honorable Jeffrey W. Runge, MD, FACEP, Principal of Chertoff Group, LLC
- Julie Vallese, Managing Director, Product Integrity of Burson Marsteller
- William Mann, Senior Vice President of Penn, Schoen & Berland Associates

Topics discussed included:

- History of pandemic influenza and parallels to the H1N1
- Projected vaccine availability and immunity effectiveness
- What types of disruptions can happen (civilian and government)
- Business impact of pandemics, commerce shifts and employee absenteeism
- Business shifts (which ones could shrink and which could surge?)

- The risk of disruptions to your top and bottom lines
- What your business continuity plan should consider
- How to evaluate your company plan
- Internal and external communication strategies

About Burson Marsteller:

Burson-Marsteller is a leading global public relations and communications firm. Our strategic insights and innovative programming build and sustain strong corporate and brand reputations. We provide our clients with counsel and program development across the spectrum of public relations, public affairs, digital media, advertising, and other communications services. Our clients are global companies, industry associations, professional services firms, governments, and other large organizations. www.bm.com

About the Chertoff Group:

The Chertoff Group is a security and risk management advisory firm that counsels corporate and government clients. The firm, which is lead by the Former U.S. Secretary of Homeland Security Michael Chertoff, assists clients with addressing threats related to terrorism, fraud, cyber security, border protection and supply chain security. The firm is based in Washington D.C. with offices in New York. www.chertoffgroup.com

About the PSB:

Penn, Schoen & Berland Associates, a unit of the WPP group (NASDAQ = WPPGY) is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. We have over 30 years of experience in leveraging unique insights about consumer opinion to provide clients with a competitive advantage - what we call Winning Knowledge™. PSB executes polling and message testing services for Fortune 100 corporations and has helped elect more than 30 presidents and prime ministers around the world. More information is available at www.psbresearch.com.

About Auxis:

Auxis, Inc. is a management and technology solutions consulting firm that creates value by enabling profitable growth for our customers. Auxis offers a multi-disciplined approach to develop and implement practical, robust and scalable solutions that generate superior business performance, providing significant competitive advantages to our clients. Auxis is headquartered in Coral Gables with offices in Plantation, Florida, and Washington, D.C. Founded in 1997, Auxis' core belief is that our success should be measured by tangible and sustainable financial results. For more information, please go to www.auxis.com.