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Grapefruit Design produces www.potencialis.ro for Eli Lilly

Iasi, May 07, 2003-Grapefruit Design produced the informative web site www.potencialis.ro for Eli Lilly. The new web site is the company's first presence on the Romanian Internet.

The web site provides information on erectile dysfunction, a medical condition affecting millions of people of various ages worldwide. Through its two dedicated sections, the web site targets both the healthcare consumers and the healthcare professionals interested in approaching this issue.

"www.potencialis.ro clearly demonstrates the importance of the Internet in the public communications activities of the main pharmaceutical companies in Romania. Highly-regulated healthcare communication activities are not an obstacle, but a challenge for pharmaceutical brands and companies," remarked Marius Ursache, Chief Creative Officer Grapefruit Design.

Eli Lilly (www.lilly.com), a leading innovation-driven corporation, is developing a growing portfolio of best-in-class pharmaceutical products by applying the latest research from its own worldwide laboratories and from collaborations with eminent scientific organizations. Headquartered in Indianapolis, Ind., Eli Lilly provides answers - through medicines and information - for some of the world's most urgent medical needs.

Grapefruit Design (www.grapefruitdesign.com) is an identity and new media consultancy based in Iasi, Romania. The client list includes large Romanian companies such as Connex (Mobifon SA), Mercury Research and Siveco Romania, as well as international clients like Lane15, The Cayenne Group and Language Computer Corp.