

Karl Rove and Robert Gibbs to Keynote the 2012 Armada Specialty Pharmacy Summit

October 19, 2011, Florham Park, NJ - Armada Health Care is pleased to announce Karl Rove and Robert Gibbs will Keynote the 2012 Armada Specialty Pharmacy Summit in a moderated discussion on topics including the current US healthcare legislation, the economy and 2012 presidential election. Scheduled during the Armada Summit General Session, they will provide intimate and insightful commentary as they both speak with great authority and accuracy from a White House Insider's perspective. Each speaker shines a dynamic light on these and other political issues based on their unique relationships - Karl Rove from his years as one of President George W. Bush's closest confidants and advisors, and Robert Gibbs from his years as a longtime advisor to President Obama. They promise to bring interesting insight and energy that will transform the conference by giving the attendees a dual perspective of these issues. In light of the upcoming 2012 Presidential election, this "point-counterpoint" discussion promises to be electrifying and very entertaining.

Karl Rove served as Senior Advisor to President George W. Bush from 2000–2007 and Deputy Chief of Staff from 2004–2007. At the White House he oversaw the Offices of Strategic Initiatives, Political Affairs, Public Liaison, and Intergovernmental Affairs and was Deputy Chief of Staff for Policy, coordinating the White House policy-making process. He has been described by respected author and columnist Michael Barone in *US News & World Report* as "unique...no Presidential appointee has ever had such a strong influence on politics and policy, and none is likely to do so again anytime soon." A key member of the President's inner circle, he has been called a master strategist whose "game has always been long term," says columnist David Broder, "and he plays it with an intensity and attention to detail that few can match." He was ranked #1 in *New York Magazine's* "Most Popular Political Pundit Index." As a Fox News contributor, Karl provides a "genuine feel of inside knowledge," says David Zurawik, a television critic for *The Baltimore Sun*.



Robert Gibbs has been an advisor and strategist to President Obama from the early days of Obama's 2004 Senate race to his sweep to the White House. Most recently, he served as President Obama's Press Secretary, presiding over daily press briefings at 1600 Pennsylvania Avenue. Mr. Gibbs has traveled a long road with President Barack Obama, and his rapport and access to the President provides intimate and insightful commentaries. He is one of President Obama's masterminds and can speak with great authority and accuracy from a White House insider's perspective on any of the issues that have crossed the President's desk. His leadership of President Obama's campaigns makes him a valuable commentator on the upcoming 2012 elections.

About Armada Health Care (Armada)

Armada is the nation's largest specialty pharmacy group contracting organization for comprehensive and cost effective access to the nation's \$100 billion specialty pharmacy industry. Armada offers specialty pharmacy providers, Pharma/Biotech manufacturers, health plans and wholesale distributors a total specialty pharmacy channel management solution through customized patient programs, prescription-data-management services and unique purchasing agreements on specialty pharmacy products purchased and dispensed within this market. For more information about Armada, please visit www.armadahealthcare.com

About the 2012 Armada Specialty Pharmacy Summit

Scheduled dates for the next Armada Specialty Pharmacy Summit are May 1-4, 2012 at the Wynn Hotel in Las Vegas. The Armada Summit has grown to become the industry's foremost annual healthcare conference for the specialty pharmacy market. The "best in class" venue and comprehensive agenda offers each attendee the opportunity to gain important knowledge about the rapidly growing specialty pharmacy channel. The full agenda provides numerous events including: specialty focused business sessions, vendor exhibit hours, and expert industry panel discussions, dozens of educational seminars on specialty pharmacy, live CE credits and more. The conference format is meticulously designed to allow each attendee the opportunity to network with leading healthcare executives and other industry stakeholders to establish strong business relationships. Upon conclusion, conference participants will depart having gained a new and meaningful insight that transfers today's specialty pharmacy trends into tomorrow's successful business opportunities.

Over 1,500 industry professionals representing nearly 400 specialty healthcare organizations attended the 2011 Armada Summit. They included: owners, senior trade executives, sales and marketing executives, medical directors, pharmacy directors, specialty nurses and other key representatives from specialty pharmacy providers, national & regional health plans, Pharma/Biotech manufacturers, brand/generic drug companies, wholesale distributors, and other industry organizations. Previous Keynote speakers were President George W. Bush and Gov. Mitt Romney.

The Armada Specialty Pharmacy Summit is considered one of the top annual healthcare conferences in the US pharmaceutical industry. Registration and other detailed information about the 2012 Summit are available online through www.armadasummit.com.

For more information, please contact:

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