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**29 May 2007 – Official Announcement**



**Abbott Nutrition Malaysia Appoints Essence Communications as  
PR consultancy for Gain Eye-Q™**

Abbott Nutrition Malaysian, a global, broad-based healthcare company, has appointed Essence Communications as the official PR Consultancy for its Gain Eye-Q™ growing-up milk formula brand after winning a competitive consultancy pitch.

Essence Communication was tasked with strategically developing a branded campaign for Gain Eye-Q™ designed to proactively engage key stakeholders. A series of PR activities tailored by Essence and promoted as Gain Eye-Q™'s *Learning Through Discovery* campaign will create awareness of the brand by engaging end users in ground-level events. The series of events is designed to educate stakeholders about the benefits associated with using Gain Eye-Q™.

Abbott Nutrition develops and markets a wide range of science-based infant formulas, medical nutritionals, nutrition and energy bars, and related products to support the growth, health and wellness of people of all ages. Abbott Nutrition's internationally recognized brands include the Gain® brand of growing-up milks for toddlers.

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