

**Cerulean Reveals Strategy to Cut Costs of FDA
Compliance in Published Article**Cerulean Associates LLC
<http://www.ceruleanllc.com>

FOR IMMEDIATE RELEASE

Williamsburg, Va., January 31, 2008 – CEOs and CFOs now have a proven strategy to control costs associated with regulatory compliance according to a new article published in the January edition of the peer-reviewed *Journal of GXP Compliance*, “Lean Compliance for Midsized Companies.”

The article reveals the five themes of Cerulean’s Lean Compliance strategy, client case studies and the supporting tactical initiatives for biopharmaceutical and medical device executives to undertake to save at least 1.1% of total revenue or almost \$5,400 per employee.



“With the general costs of compliance on the rise, we have made more available the key aspects of the strategy that has worked the best for our clients – this should give executives and their shareholders peace of mind,” said Cerulean’s Managing Director, John Avellanet.

“Redundancies and turf battles are two of the worst offenders when it comes to compliance costs. There is nothing like having a workable strategy at hand from which you can pull out answers and options,” Avellanet added.

For non-journal subscribers, Cerulean will make a free reprint of the article available later next month in the Resource Library of the Cerulean website (www.ceruleanllc.com).

John Avellanet is a leading international expert and consultant on simplifying and streamlining regulatory compliance and quality systems, a regular columnist for the international *Journal of Commercial Biotechnology*, and a co-author of the book, Best Practices in Biotechnology Business Development (March 2008).

For more information on lean compliance, go to <http://www.ceruleanllc.com>.

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