

Governor, Webb Inducted into HTHF

Governor James E. McGreevey and Ortho Biotech/Johnson & Johnson Company Group Chairman Carol A. Webb were inducted into the New Jersey High-Tech Hall of Fame when the Biotechnology Council of New Jersey (BCNJ) and AeA, Advancing the Business of Technology hosted the fourth Annual New Jersey High-Tech Hall of Fame dinner on November 14, 2002 at the PNC Bank Arts Center in Holmdel, New Jersey.

The New Jersey High-Tech Hall of Fame is reserved for individuals who have contributed to the growth and prosperity of the biotechnology or technology industries. This year's event honored Governor James E. McGreevey; United States Congressman Mike Ferguson; Johnson & Johnson/Ortho Biotech Company Group Chairman Carol A. Webb; Sensors Unlimited CEO Gregory Olsen; Princeton University President Shirley Tilghman, Ph.D.; and the Commerce and Industry Association of New Jersey President Richard Goldberg for their contribution to the industries.

BCNJ, Prosperity NJ, HINJ Partner on Biotechnology Industry Cluster Study

Prosperity New Jersey, the HealthCare Institute of New Jersey, the Monitor Group and BCNJ are collaborating on study which will assess the competitiveness of New Jersey's pharmaceutical/medical technology and biotechnology cluster. It will identify key strengths and weaknesses, challenges and opportunities in comparison with similar clusters in other selected regions. An action agenda will be developed to build upon New Jersey's inherent assets for government, industry and academia and will outline new actionable policies for the cluster that New Jersey can embrace.

This study is strongly supported by

Governor James E. McGreevey. It represents his commitment to the growth and prosperity of the biotechnology and pharmaceutical industry in this state.

We are so fortunate that Governor McGreevey realizes the opportunity that this industry cluster represents and that he is interested in ensuring its success.

Executive Director Debbie Hart expressed "excitement about the opportunity this study provides and stressed the need to ensure that the recommendations are then implemented. We are so fortunate that Governor McGreevey realizes the opportunity that this industry

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Merck CEO Gilmartin Addresses Biotech Company Executives

On September 17, 2002, members of BCNJ met with and heard remarks from Mr. Raymond Gilmartin, Chairman, CEO and President of Merck & Company at a member only breakfast hosted by BCNJ and Merck & Company in Whitehouse Station.

Mr. Gilmartin discussed his perspective on initiatives the industry

should undertake, as well as the biotech advantage point for clusters of innovation. He also discussed the role for biotech in the future and how relationships with Big Pharma will improve.

During his remarks, Mr. Gilmartin noted the "companies that are doing well have the science to excel generating high creativity and trust in the industry".

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Message from BCNJ Chairman

H. Joseph Reiser, Ph.D., BCNJ Chairman
2000 - 2002

Dear Colleagues:

During the second half of 2002, BCNJ continued its active roster of innovative programs and events for our industry.

On September 17th, BCNJ Biotechnology and Pharmaceutical Members participated in a second-in-a-series Pharma CEO breakfast presentation featuring Raymond Gilmartin, Chairman, CEO and President of Merck & Company. Mr. Gilmartin

discussed the opportunities for collaborations between Biotech and Pharma companies and provided enlightening commentary regarding Merck's strategy and involvement in this arena. This effort is a continuation of one of BCNJ's goals to bridge the gap between Biotechnology and Big Pharma. The first in this important series was held at Johnson & Johnson with the outgoing CEO, Ralph Larson.

The much awaited keynote event of the year, Biotech 2002, co-sponsored by BCNJ and the Pennsylvania Biotechnology Association, recently took place in Philadelphia, PA. This highly successful Symposium drew 750 attendees, 80 exhibitors and 50 sponsors, almost twice the number of participants we had only two years ago and is evolving into one of the

most visible event for biotech. Next year's event will take place at a site to be announced in New Jersey. Please watch for details.

The BCNJ Annual Meeting, entitled *Biotech Growth Strategies for 2003 and Beyond*, will take place at Forsgate Country

***The BCNJ Annual Meeting, entitled
Biotech Growth Strategies for 2003 and
Beyond, will take place at Forsgate
Country Club on December 10th.***

Club on December 10th. Caroline Copithorne of Morgan Stanley will join Gordon Ramseier of The Sage Group and Keith Brownlie of Ernst & Young to deliver the annual industry report. Please join me at 5 p.m. for the networking cocktail reception.

In one of the industry's most exciting developments, a study, by the Monitor Group under the supervision of Harvard University Professor Michael E. Porter, will be conducted to create an Action Agenda for the New Jersey Pharmaceutical/Medical Technology and Biotechnology Industry Cluster. This study will identify key strengths and weaknesses, challenges and opportunities in comparison with similar clusters in other selected regions.

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Biotechnology Industry Cluster Study

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cluster represents and that he is interested in ensuring its success. We look forward to working with our Governor to implement the recommendations."

This project would not have been

possible without contributions from the following BCNJ member companies: Merck & Company, Ortho Biotech Products LP, Celgene Corporation, LifeCell Corporation, Enzon, Medarex, Inc. and CYTOGEN Corporation.

BCNJ Golf Outing Winners Touted

Congratulations to Keith Brownlie, Pete Connor, Tony Torrington and John Trumbell, a foursome from Ernst & Young for a first place win; George Oram of Tissue Transformation Technologies for the closest to the pin; and

Vince Fedele of Kvaerner for longest drive at the recent BCNJ Golf Outing on October 15, 2002 at Forsgate Country Club.

Thanks to our sponsors: Aventis Pharmaceuticals, Beardsworth Consulting Group, Hirehealth.com, Dechert, Deloitte &

Touche, Ernst & Young, Fisher Scientific, Hale & Dorr, Joulé Scientific, Kvaerner, Mathew Collins Shepherd & McKay, Ortho Biotech Products, Princeton Public Affairs Group, PSE&G, The NASDAQ Stock Market, The Science Registry and Structure Tone.



(Left to right) Donald Truss and Vince Fedele.



(Left to right) Donald Truss and George Oram.



(Right to left) Tony Torrington, Keith Brownlie, Jon Trumbull and Golf Chairman Donald Truss.

In the News

• H. Joseph Reiser, Ph.D. and John Jackson have been appointed to Prosperity New Jersey's Board of Directors. Adam Pechter, CEO of Prosperity New Jersey offered the following statement, "I am pleased to have Dr. H. Joseph Reiser and John Jackson join the Prosperity New Jersey Board of Trustees. As leaders in the biotechnology community, they will bring valuable experience in one of New Jersey's most important industries. I look forward to working with them to further strengthen

New Jersey's place as the national leader in biotechnology and pharmaceutical products".

• 165 applications have been approved this year under the New Jersey Technology Business Tax Certificate Transfer Program. This is up from 118 companies in 2001. This program enables certain high-technology companies to raise cash to finance their growth and operations by selling tax losses or research and development tax credits to other businesses. The program makes \$40

million available each year to assist high-tech businesses.

• Caren Franzini, Executive Director of the New Jersey Economic Development Authority was presented with the State Executive of the Year award from the Biotechnology Industry Organization for her leadership and commitment to advancing the field of biotechnology in New Jersey at the recent Biotech 2002 Symposium co-sponsored by the BCNJ and Pennsylvania Biotechnology Association.

Purcell and Ruffolo: These are Unprecedented Times

Acknowledging a confluence of unprecedented events, the speakers addressed the crowd of nearly 60 New Jersey and Pennsylvania biotechnology company CEOs during the CEO Only Breakfast held during the recent Symposium, Biotech 2002. The back-by-popular-demand session was again sponsored by Dechert and moderated by James Marino, partner in the Princeton New Jersey law firm. In addition to a lack of cash, blockbusters have dropped off patent; at the time of the breakfast there was a leaderless FDA; Imclone; immense regulatory hurdles; and staggering clinical costs. Some companies, can't keep up with demand for their products such as in the cases of Prevnar and Enbrel. The speakers expect additional sale of companies (perhaps 3-4 in the next six months). Wall Street is buying companies such as J&J's recent sale of Derm Business to Barrier Health. The kinds of M&A Wall Street likes has to be obvious, make sense and answer the following questions.

1. If we merge, do we have a better

product offering?

2. Will we have a longer runway before running out of cash?

Mr. Purcell noted that there are now 120 companies calling themselves Proteomics and "we have no idea how to pick from these companies." Mr. Roffolo reported that Wyeth's target is to bring in two deals per year. Per Mr. Purcell, there are only two places to invest: really early or really late. Of the 400 biotechnology

public companies, there is only one company — Genetech — whose stock price never traded below its IPO price. Mr. Purcell admitted that he is betting later and later now. In an informal poll of the CEOs in the room, 50% did not expect to grow, while the other 50% of companies predict adding employees over the next year. Mr. Purcell posed the following question: "If Big

Pharma is in such big trouble, why do biotech's aspire to become Big Pharma?" and suggested that biotech's may need to rethink this. Regulatory climate has changed for investment. Companies are thinking of changing the way decisions and recommendations are made. August 1999

Of the 400 public biotechnology companies, there is only one company — Genetech — whose stock price never traded below its IPO price.

was the first time we were in this type of market. The only thing that will turn it around are some signs that some deals are working out; no one wants to be first in line. Mr. Ruffolo noted that Large Pharma will be reshaping itself in the next few years, looking for new ways to discovery prospects, noting that "This is an opportunity for biotechs."

Calendar of Events

December 10, 2002

BCNJ Annual Industry Report and Cocktail Reception
Forsgate Country Club
Monroe Township, NJ

Message from BCNJ Chairman

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Professor Porter is a leading authority on competitive business cluster strategies and international competitiveness. This study involves a collaboration between The Monitor Group, Prosperity New Jersey, the HealthCare Institute of New Jersey, and BCNJ and will guide us in our evolving plan to ensure New Jersey's place as a top location for Biotech and Pharma companies.

On the legislative and government front, BCNJ has maintained a strong presence via participation at key legislative meetings, meetings with individual bill

sponsors and key sessions with government agencies. Most recently, BCNJ had the opportunity to represent our industry at a breakfast meeting with our Governor, James E. McGreevey, and to share our perspective on industry trends and needs. We can certainly report that the Governor is acutely aware of the importance of our industry and is open to our suggestions and input.

As always, I look forward to seeing you at our upcoming events and please do not hesitate to contact me through BCNJ Headquarters at 609-890-3185.

Our Biotech Company Members in the News

BTG announced the signing of a definitive agreement to acquire Rosemont Pharmaceuticals, a subsidiary of Akzo Nobel...Appoints Christopher G. Clement, CEO and Chairman of Epicyte Pharmaceuticals to President and CEO...**Celgene Corporation** announced the appointment of Michael D. Casey former President and CEO of Matrix to the company's Board of Directors...Received the Corporate Leadership Award from the Multiple Myeloma Research Foundation...**THALOMID®** sales have increased 52% for the fourth quarter...Advanced its joint program with Novartis Pharma AG to develop selective estrogen receptors modulators (SERMs) for the prevention and treatment of osteoporosis...Announced the initiation of five additional trials of REVIMID™ in hematological and solid tumor cancers...Advanced its first JNK inhibitor into phase I clinical trials...**CYTOGEN Corporation** announced that Health Canada has issued a "Notice of Compliance" for ProstaScint®, the company's radio-labeled monoclonal antibody prostate cancer imaging agent...**Enzon** announced the signing of an agreement under which the company will acquire the North American rights to Abelcet® from Elan Corporation...Reports that Schering-Plough Corporation announced that the PEG-Intron® pre-filled pen Single-dose Delivery System for the treatment of hepatitis C is being launched in Europe and Schering-Plough also reported results at the 2002 Digestive Disease Conference involving PEG-Intron®...entered into an agreement with Aventis that provides for the company to reacquire its rights to market and distribute its product ONCASPAR®...announced the first collaborative project to be developed using Inhale Therapeutic Systems, Inc. pulmonary delivery or supercritical fluid platforms under the broad strategic alliances announced between the companies...partnered with Micromet AG

for a multi-year strategic collaboration to identify and develop the next generation of antibody-based therapeutics...appointed Ulrich M. Grau, Ph.D. as the company's Chief Scientific Officer...**Genta** released findings that its lead compound, anti-cancer drug Genasense, can successfully treat leukemia patients who have become resistant to the Novartis' Gleevec...**Immunomedics** received a patent covering a new method of detecting and treating cancer and other diseases. **Life Medical Sciences** recently completed patient enrollment for the feasibility clinical trial on its REPEL-CV bioresorbable adhesion barrier...**Medarex** filed an investigational new drug application with the FDA for MDX-060 for the treatment of Hodgkin's disease, anaplastic large cell lymphoma and other lymphomas...**Orchid BioSciences** announced the settlement of its patent litigation with Saint Louis University by acquiring U.S. Patent No. 5,846,710 entitled "Method for the Detection of Genetic Diseases and Gene Sequencing Variations by Single Nucleotide Primer Extension"...announced the commercial launch of its service for whole genome SNP analyses and placed five SNPstream® UHT genotyping systems during the initial launch phase...is refocusing its business in clinical-quality genotyping which represents the largest portion of Orchid's current revenues and expected future growth...Dr. George Poste named Chairman...Awarded contract by the Office of the Chief Medical Examiner of NY City to help identify remains of victims of the World Trade Center Disaster using its single nucleotide polymorphism (SNP) analysis technology, SNP-IT™, to analyze unidentified DNA samples collected from the World Trade Center disaster site...appointed Andrew P. Savadelis to the position of Chief Executive Officer and Senior Vice President of Finance...released ChromosomeBrowser™, an interactive web-based SNP genotyping tools that simplifies the SNP mining process and allows

scientists to easily convert other genetic markers to SNP applications...donated material used in the DNA analysis of evidence from the O.J. Simpson murder trial to the Smithsonian...The company's Cellmark facility in Nashville, Tennessee received accreditation as a forensic DNA laboratory by the American Society of Crime Laboratory Directors-Laboratory Accreditation Board...Obtains rights to market cytochrome P450 2D6 testing services in North America...announced a pharmacogenomics collaboration between its Orchid GeneShield strategic business unit and Merck-Medco...**PharmaSeq** announced that it has issued a patent for identifying pharmaceutical drug leads using the company's light powered microtransponders... received its seventh patent covering the use of microtransponders in the field of DNA diagnostics...**Pharmos Corporation** received approval from the Israel's Ministry of Health to clinically test dexabitol as a preventive agent against the mild cognitive impairment (MCI) that can follow coronary surgery under cardiopulmonary bypass operations...**Xechem International** acquired the exclusive world-wide rights to Niprisan from the National Institute for Pharmaceutical Research and Developments (NIPRD) for treating and managing the genetic and debilitating sickle cell anemia disease...entered into an exclusive twenty-year product distribution rights agreement with ChemoLab Corporation of Ft. Worth, Texas to provide drug distribution services in the U.S. for all of Xechem's pharmaceutical products...formed Xechem Pharmaceuticals Nigeria Limited under the Companies and Allied Matters Act, of the Federal Republic of Nigeria... acquired a ten-percent equity position in Consumer Choice Systems, Inc., a manufacturer and distributor of "UTI" brand products for the detection, relief and prevention of urinary tract infections and other women's health care products.

Important notice

Don't miss future issues of *Bielines*!

Please provide BCNJ Headquarters with your e-mail address in order to avoid missing future issues of BCNJ's newsletter, *Bielines*. Thank you.

Biotech 2002

The Biotechnology Council of New Jersey (BCNJ) and the Pennsylvania Biotechnology Association (PABIOTECH) hosted nearly 800 at the third Annual Joint Symposium on September 30-October 1, 2002. The event featured a sold out exhibit floor.

Lead sponsors for this year's Symposium included: Centocor, Commonwealth of Pennsylvania; Dechert; Ernst & Young; IMS Health ; GlaxoSmithKline; Innovation Philadelphia; Morgan Lewis & Bockius; New Jersey Commerce and Economic Growth Commission; Ortho Biotech; PECO Energy; PricewaterhouseCoopers; and Wyeth.

The planning process has already begun for the 2003 Symposium, which will take place in New Jersey. Watch for details.



Pictured from left to right: Hank Kurz of NJ Commerce, Richard Kender of Merck, Caren Franzini of the NJEDA, Debbie Hart and Gregg Rackin of Merck.



Dr. Reiser presents PABIOTECH President Mickey Flynn with a plaque in recognition of both associations partnership to build the biotech community in the region.



Debbie Hart presents Will Steffens with the New Jersey Service Provider of the Year award.



Caren Franzini receives the BIO State Executive of the Year award. Pictured left to right: Caren Franzini, Dr. Reiser, Debbie Hart and Kathy Fergel of Amgen.

BCNJ Expands to New Headquarters

The Biotechnology Council of New Jersey, Inc. is pleased to announce its expansion to a new location. Phone and fax numbers remain the same. Please note our new address:

1 AAA Drive, Suite 102, Trenton, NJ 08691-1803

Bio Business Solutions: A BCNJ Benefit

BCNJ members are experiencing valuable savings through the *Bio Business Solutions* program. Available services are outlined below:

BioSurplus - provides a marketplace for used lab and computer equipment. Contact BioSurplus at customerservice@biosurplus.com.

Chubb Group - Clinical Trials Liability, Products Liability & Professional Liability. Contact Michael Andersen at 888-4-BIORISK or e-mail bioinfo@WGAins.com.

Fidelity Investment – retirement plans - 401Ks
Contact 877-980-0246 or e-mail ecdemo@fmr.com.

Fisher Scientific – lab supplies and equipment
Contact Edward Gilmore at 800-955-9999 x6366 or e-mail Edward.Gilmore@fishersci.com.

Humboldt/United Pinnacle Relocation Services – moving and relocation services
Contact Rich Merrill at 877-BIO-4RELO or e-mail rmerrill@humboldt.com.

Monitor Liability Managers and Genesis Professional Liability Managers - Directors' and Officers' liability insurance. Contact Michael Andersen at 888-4-BIORISK or e-mail bioinfo@WGAins.com.

Office Depot - offers substantial savings on office supplies, equipment and furniture. Attractive features of this

agreement include added savings for online ordering, no minimum orders and no S&H charges.
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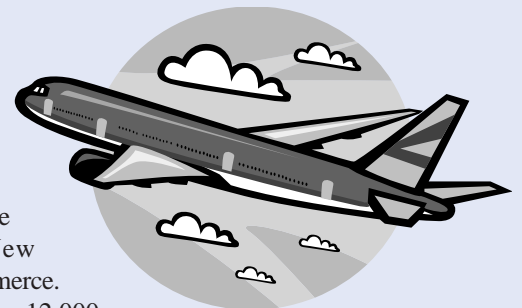
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Willis, Inc. Group Insurance - brokerage/ consulting firm and insurance specialist for the life sciences industry offers competitive pricing for group health, dental, disability, long-term care and life insurance as well as group personal lines insurance such as rental, homeowners, auto and more.
Contact Matt Huttlin (huttlin_mr@willis.com) at 610-254-5648 or Susan Lichtman (lichtman_sd@willis.com) at 610-254-5605.

WorldCom – telecommunications services include long distance, local (where available), calling cards and Internet. If you are an existing customer, your company may be eligible for additional savings. Contact Debbie Maners at 800-318-2776 or e-mail debbie.maners@wcom.com.

BCNJ Goes Global

Watch for BCNJ's regular column on Biotech in the Commerce and Industry Association of New Jersey's association magazine, *Commerce*. CIANJ's magazine is distributed to 12,000 contacts including in the seat back pockets of Continental Airlines.



Women in the Pharmaceutical Industry

Making it a better place to work
By Christie Smith, Ph.D.

Despite the current economic downturn, acquiring talent remains a clear business need. In a survey of 500 global CEOs conducted by Deloitte & Touche, 74% claim that an adequate talent pool is essential to their business growth. Getting and keeping topnotch women has never been easy, even in the best of times, but it's become particularly acute for pharmaceutical and biotech companies because of their specialized needs.

For these companies the critical functions are R&D, sales and marketing. The talent required to fill these roles within pharmaceuticals and bio-tech requires an integrate knowledge of science, medicine, chemistry and sales – a very unique and specialized combination. Typically, an R&D department looks for a clinician who has a Nursing Degree, PhD or MD and is adept at building alliances with the medical community, research physicians and academics. Additionally, the sales and

marketing staff must be adept at developing powerful messages that differentiate their product from their competitors, and who must deliver this message in increasingly shorter timeframes. All of this challenges organizations today to identify attract and retain the *right* talent. Women are increasingly becoming a key variable in this war for talent.

Yet, it is still a numbers game for women within this industry. Even though women comprise a significant number of graduates in medicine, science and engineering, two issues conspire to indicate that the glass ceiling is still intact. In R&D women still lag behind men in the labor pool despite a steeper growth rate for women doctorates in science and engineering (30% vs. 9% for men between 1990 and 1995). And women in sales go against an established culture in which they have historically fared better in office-bound functions like marketing, finance and human resources.

Two trends, which put women front and center, are altering this reality. The first is the increasing play given to women's health issues – from breast and ovarian cancer to birth control and sterilization. The second is the widespread use and acceptance of direct-to-consumer marketing. Because women in general have more time to educate themselves about disease and conduct Internet research, they are the major purchasers of drugs.

As they face up to these trends, pharmaceutical companies will be forced to better understand who their customer is and devise ways to market directly to them. Given the fact that women comprise the majority of the consumer base for medical issues facing themselves or their families – it is only logical to deduce that organizations should be developing strategies aimed at attracting this population.

In the meantime, those eager to win the war for talented women aren't waiting for change to come to them. By treating them as a competitive advantage, progressive companies have already implemented plans to increase the numbers of women in critical R&D and sales and marketing positions. Companies like Pfizer, Merck and Johnson & Johnson – all ranked on Fortune Magazine's 100 Best Companies to Work For – are beacons for others to follow in this respect. It is this 360 degree

approach to understanding that attracting women as employees *and* customers makes for a winning combination.

We've learned from working with clients who are serious about promoting women in the workplace that there are four fundamentals for success:

- **Start by examining your organizational culture.** People in general, and women in particular, choose organizations to work for based on 'fit' rather than the salaries they offer. Some common concerns: Where will I have an opportunity to develop and advance? Will the organization support my efforts to balance my professional and personal life? And will I find mentor who looks like me?

- **Assess your talent management process.** How does it define talent? Does it identify high-potential employees and specify actions to develop them? Does it ensure diversity in the talent pool? Is there an explicit succession planning process? And most important, is the talent management process aligned with your organizational culture?

- **Look at your customer base.** Attracting and retaining talented women (and men too) is the flip side of holding on to good customers. Research shows that consumers make purchase decisions based on how they feel about your company, which can be affected by whether women are represented at all levels of decision-making. The lesson is this: keep your culture and your marketing in synch with each other.

- **And finally, make sure technology supports your goals.** Does it allow for an integrated employee development process which includes hiring, development, performance evaluation, mentoring, coaching, etc. as well as a customer relationship management process that allows you to know and nurture your customers?



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