



4. I have created a map (the "Map") identifying lands within 200 feet from the Property (Exhibit "A").

5. The highlighted area on the Map represents between 24% ( $\pm 2\%$ ) of the 200 feet zone around the Property.

6. I performed this calculation based on the following:

- A. The Parsippany/Mountain Lakes municipal maps with identified property lots were utilized;
- B. The templates of a complete 200 feet zone around the property marked as 421/29 containing lots or land extending 200 feet in all directions from the property, inclusive of street space, was created.
- C. Those parts of properties that falls within 200 feet zone and whose owners have signed Protest Petitions were identified. The area is highlighted in pink on the map.
- D. Both templates have been weighed up on three different scales. Scale resolution represented  $\pm 2\%$ .
- E. The results were very consistent and led to my conclusion that the highlighted area represents 24% ( $\pm 2\%$ ) of the 200 feet zone surrounding the lot in question.
- F. My calculations include those portions of Intervale Road and Sherwood Drive within 200 feet of the property but exclude that portion of the Doremus cemetery lot (Lot 34) fronting on Intervale Road up to the centerline of Intervale Road.

I certify that the foregoing statements made by me are true. I am aware that if any of the foregoing statements made by me are willfully false, I am subject to punishment.



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BORIS KUSHKULEY, Ph.D.,

Dated: September 16, 2013

RULE 1:4-4(C) CERTIFICATION

I hereby certify that BORIS KUSHKULEY, Ph.D. acknowledged the genuineness of the above signature and the original document will be filed if requested.

Dated: September 16, 2013



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ROBERT F. SIMON, ESQ.

# Boris KUSHKULEY, Ph.D.



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## SUMMARY

With a broad international background and fluency in three languages, Boris brings more than 20 years of senior management experience in leading providers of state-of-the-art digital, marketing, and e-CRM solutions for the healthcare and pharmaceutical industries. Boris is known for building, growing, and leading energetic and innovative development teams, service and agency organizations. He has a strong understanding of how business interweaves with technology and innovation. Boris' years of multichannel and digital strategy are complemented with hands-on technology and IT experience of defining e-marketing strategy and solutions for Fortune 500 companies.

After earning a PhD in biophysics from Sackler Institute of Molecular Medicine, Boris started his career at the Weizmann Institute of Science, designing and developing groundbreaking projects creating Internet-based interfaces to biological databases, and later joined SoftWatch—a leading provider of e-CRM solutions for healthcare and pharmaceutical industries.

Eleven years ago, Boris joined Ogilvy CommonHealth's digital division as Chief Technology Officer; he led Ogilvy CommonHealth Interactive Agency as a President and have recently been promoted to Chief Digital Officer overseeing Ogilvy CommonHealth's Digital and Relationship Marketing practice.

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## CONTACT INFORMATION

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*Internet:* Boris@Kushkuley.com; <http://www.kushkuley.com>

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## AREAS OF EXPERTISE

### *Executive Management:*

- Building and growing energetic and innovative development and service organizations
- Responsible for driving and expanding company revenues from existing and new client base
- Strong understanding how business interweaves with technology

### *Healthcare and Pharmaceutical industries:*

- Building of state-of-the-art web-based marketing & CRM platforms and applications for the healthcare and pharmaceutical industries

- Closely worked with brand teams of Fortune 500 companies in defining their e-marketing strategy and deploying digital solutions.
- Major clients include AstraZeneca, American Heart Association (AHA), Bayer, Novartis, GlaxoSmithKline, Johnson & Johnson, Merck, Reckitt Benckiser, Schering-Plough, Procter & Gamble, Teva Neuroscience.

*Technology:*

- .NET, J2EE, Linux, Databases, Mobile, OpenSource
- C#, C/C++, Java, Flash, HTML5

PROFESSIONAL EXPERIENCE

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2013–present      Ogilvy CommonHealth Worldwide      Parsippany, NJ  
*Chief Digital Officer*

2010–2013      Ogilvy CommonHealth      Parsippany, NJ  
*President*      Interactive Marketing

2009–2010      Qi, part of CommonHealth      Parsippany, NJ  
*President*

2008–2009      Qi, part of CommonHealth      Parsippany, NJ  
*General Manager*

2002–2008      Qi, part of CommonHealth      Parsippany, NJ  
*Chief Technology Officer, Executive Vice President*

- Built, grew and led Digital/RM practice of one of the largest healthcare communication groups
- Built new relationships and grew revenue from existing accounts
- Responsible for overseeing multichannel strategy, design and implementation of state-of-the-art digital solutions

1996–2002      SoftWatch Inc.      New York City, NY  
*Vice President, Professional Services*

- Built from scratch and led the company’s Professional Services group (60 employees)
- Worked closely with clients and partners during both pre and post sales phases
- Played role of senior “spokesman” for the company on all technology-related issues
- Played an active role on the company’s executive team
- Established and implemented methodology and procedures for the group
- Played a key role in defining the company’s product and its future directions

*Team Leader, Core Technology Group*

- Played central role in the design, development and deployment of company's flagship product

1996 Logal Ltd. Tel Aviv, Israel  
*Software Engineer*

1995–1996 Bioinformatics Unit, Rehovot, Israel  
Weizmann Institute of Science  
*Software Engineer and System Administrator*

EDUCATION

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1998 Tel Aviv University Tel Aviv, Israel  
▪ Ph.D., Biophysics

1996 The European Molecular Heidelberg, Germany  
Biology Laboratory  
▪ Course in Parallel Programming and High Performance Computing, as part of the Supercomputing Resource for Molecular Biology program

1991 Kishinev State University Kishinev, USSR  
▪ M.Sc. & B.Sc., Theoretical Physics

LIST OF RECENT PUBLICATIONS

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Complete list includes 21 original publications in major industry magazines and scientific journals

- B. Kushkuley, The Paradox of the Fanny Pack., Pharma Voice, Dec. 2012, 128
- B. Kushkuley, Marketing in the Cloud., DTC Perspectives, Sep. 2010, 13
- B. Kushkuley, What's next in social media. Tips on leveraging social networking today., PM360, Apr. 2010, 40
- B. Kushkuley and S. Mayer, Creating a better electronic compliance program., Pharma Voice, View on E-Solutions, Nov. 2009, 20
- B. Kushkuley, The fine line between old and new., Medical Marketing & Media, Nov. 2008, 20
- B. Kushkuley and B. Scalera, Importance of data analytics., Pharma Voice, View on E-Solutions, Oct. 2008, 22

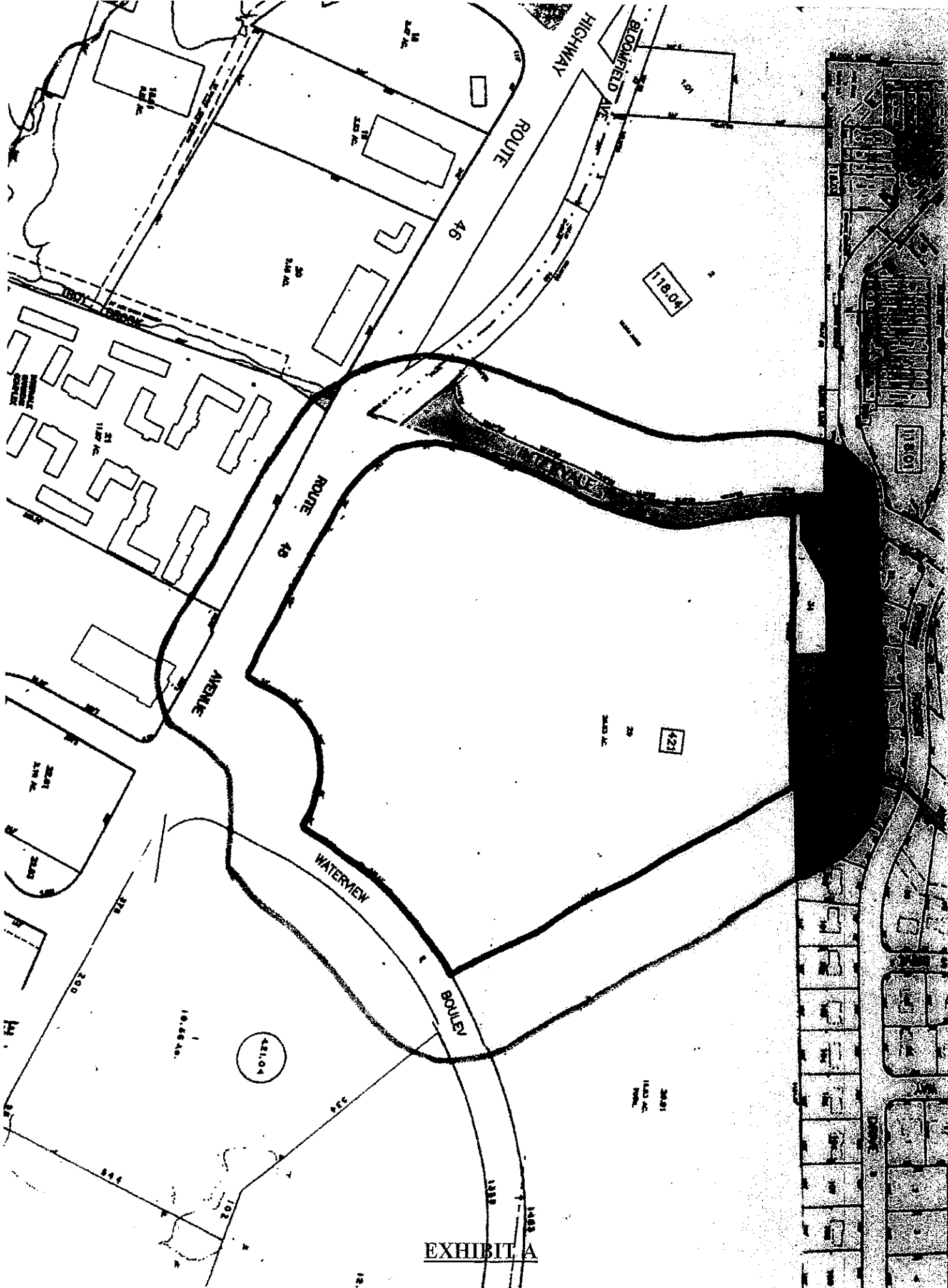


EXHIBIT A