

ValueCentric Names Keith Murray to Trade Development Role

Orchard Park, NY, January 18, 2005 -- ValueCentric, LLC, a leading provider of web based data services that deliver connectivity, data storage, monitoring and reporting of wholesaler and retailer data for pharmaceutical & biotech manufacturers, has recently named Keith A. Murray as Vice President, Trade Development. With an extensive background in the pharmaceutical industry that includes leading positions at pharmaceutical distributors as well as consulting for major pharmaceutical companies, Keith brings to ValueCentric unique capabilities to increase the market exposure of the company's premier software solution, ValueTrak.

"Keith's extensive experience and industry knowledge provide the right combination of skills to help ValueCentric increase its expansion throughout the pharmaceutical industry," said David Janca, Founder & CEO of ValueCentric. "I am confident that with his energy and focus, ValueCentric will continue to build upon its strong customer base and immediately capitalize on opportunities to provide our innovative solution to both large and small manufacturers in the industry."

Murray joins ValueCentric after establishing his own pharmaceutical industry consulting organization in 2001 where the primary focus was consulting on the evolving business model of Inventory Management Agreements (IMAs) and Fee-for-Service (FFS) programs. Keith also brings 14 years of experience as a Vice President of Inventory Management for AmerisourceBergen including 4-1/2 years on their corporate staff. "The combination of consulting for manufacturers as well as his operations experience within the wholesaler side of the pharmaceutical market positions Keith to provide an incredible amount of value to our customers and the company" Dave Janca said.

"Joining ValueCentric, where the world's leading pharmaceutical companies are utilizing the innovative ValueTrak software for critical operational analysis, was an easy choice for me," said Keith Murray. "The need for the ValueTrak application should be apparent to every pharmaceutical and biotech company in the market and the wide spectrum of capabilities at ValueCentric presents an exhilarating and challenging environment for me. I look forward to helping ValueCentric proliferate the use of the software and services offered."

ValueCentric also provides management consulting services to manufacturers for "Fee for Service" strategy and development, new product launch and go-to-market planning activities, and supply chain consulting.

About ValueCentric, LLC

ValueCentric, LLC is a leading provider of web based data services to the pharmaceutical industry. Their services provide connectivity, data storage, monitoring and reporting of wholesaler and retailer data for pharmaceutical & biotech manufacturers. ValueCentric is the developer of the innovative web based software solution called ValueTrak and industry-focused consulting services. ValueTrak provides manufacturers the means to access, collect, monitor and comprehensively report on products at multiple levels of the supply chain. It provides the analytical tools to speed up decision making while alerting manufacturers to issues that require action. The information ValueTrak provides assists manufacturers in proactively monitoring, correcting and enhancing any situation in the supply chain that may impact the internal operations of the manufacturer or their customers. In addition, ValueTrak is a collaborative platform for the proactive management of IMA and Fee for Service agreements.