

# ValueCentric of Orchard Park Receives HDMA iBusiness Solution Award at 2005 Distribution Management Conference & Expo

*Orchard Park, NY, July 1, 2005* -- The Healthcare Distribution Management Association (HDMA) presented the 2005 HDMA iBusiness Solution Awards on Tuesday, June 14, honoring technology innovation and process improvements within manufacturer, distributor and affiliate member companies. The awards were presented during the opening session of the 2005 Distribution Management Conference & Expo (DMC) at the Caribe Royale All-Suites Resort & Conference Center in Orlando, FL.

A local Western New York company, ValueCentric, was one of the award recipients for its innovative hosted service and web-based application, ValueTrak.

ValueCentric's ValueTrak application is a secure, hosted subscription service for managing fee-for-service agreements between pharmaceutical manufacturers and their wholesale distribution and retail trading partners. The service provides on-demand monitoring, analysis and reporting. Accepting the award was Dave Janca, Founder & Chief Executive Officer of ValueCentric.

In giving the award to ValueCentric, HDMA congratulated all of this year's winners for their achievements and for encouraging effective use of innovative new technologies.

## About ValueCentric

ValueCentric, LLC is a data services and consulting company focused on providing innovative approaches to accessing and managing product sales, inventory and supply chain data, for pharmaceutical and biotechnology manufacturers. The data and consulting services strengthen and enhance the relationship between these manufacturers and their wholesale, retail and specialty customers.

In addition, ValueCentric provides consulting services that add significant value to companies looking to inject the essential innovation required to remain on the leading edge of the industry. Services address the needs of established as well as emerging pharmaceutical and biotech companies. Whether companies need assistance in launching a product, establishing industry policies and relationships or navigating through a channel strategy, ValueCentric helps them to enhance the profitability in the finished goods forward area of their supply chain.

The company was founded in 2002 and has offices in Orchard Park, NY. These facilities employ a programming, marketing, financial, and customer support staff.

The company's website is <http://www.valuecentric.com>.