

# ValueCentric Names Lisa Clowers, former Senior HDMA Executive, Vice President, Market Development

*Orchard Park, NY - February 27, 2006* -- ValueCentric, LLC, a leading data and performance analytics service provider to the pharmaceutical industry, has named Lisa Clowers as Vice President, Market Development. A well-respected, healthcare distribution industry executive, Lisa served nearly twelve years with the Healthcare Distribution Management Association (HDMA) and most recently held the position of Senior Vice President, Industry Relations. Lisa comes to ValueCentric after having developed strong relationships in the pharmaceutical healthcare supply chain with pharmaceutical manufacturers, healthcare distributors, retailers, independent and hospital pharmacies, trade associations, government agencies and e-business companies.

Dave Janca, ValueCentric Founder and CEO, in announcing Lisa Clowers' appointment, stated "As a recognized expert on supply chain issues while focusing and developing industry-wide solutions to improve the nation's healthcare supply chain, Lisa is a strong advocate for implementation of new technologies that leverage data, such as electronic product codes and radio frequency identification (EPC/RFID). ValueCentric is proud to have her join our growing team as we establish a strong product offering and market position with these initiatives."

At ValueCentric, Lisa will be responsible for new market development, building strategic alliances with industry trading partners and ensuring that the business needs of the industry continue to be addressed with quality products and solutions developed by ValueCentric. "We recognize that as the pharmaceutical industry continues to strengthen the relationships among all the supply chain participants – from manufacturers, through wholesalers, on to chain and independent pharmacies, and institutions – ValueCentric's services and opportunities will be enhanced by industry professionals such as Lisa Clowers", Dave Janca added.

While on staff at HDMA, Ms. Clowers served as the lead liaison for several HDMA committees and was the spokesperson for EPC/RFID implementations. She was responsible for facilitating industry coalitions on product availability, recent influenza vaccine initiatives, patient safety initiatives and was actively involved in developing several voluntary healthcare supply chain guidelines to ensure efficiency and productivity in the movement of product and information. She was also a key coordinator for the development of educational programs presented at HDMA's Annual Distribution Management Conference & Expo events.

As the former Vice President of Public Affairs for the Data Interchange Standards Association (DISA), Lisa worked tirelessly promoting the value of DISA to its members and the e-commerce industry, advancing the vision of DISA's influential members and establishing new business opportunities and strategic alliances resulting in strong growth for the company. Recognized as a visionary for e-commerce education, she served as the Acting Executive Director for the EC Institute – a certification program for EC professionals and helped to develop productive partnerships to unite common industry initiatives.

Lisa holds a Bachelor's of Science degree in Communications from Radford University.