

# ValueCentric Names Joseph Bovi as Vice President, Sales

*Orchard Park, NY - March 6, 2006* -- ValueCentric, LLC, a leading data and performance analytics service provider to the pharmaceutical industry, has named Joseph Bovi as Vice President of Sales.

With more than 20 years of software sales experience within supply chain management, Mr. Bovi will lead the ValueCentric sales team in developing expanded market share and enhanced professional services to further strengthen the relationships with the company's high-profile clients. "Joe Bovi's senior management roles at market leading supply chain companies position him very well to lead our expanding sales team in managing the growing opportunities we currently face," Dave Janca, Founder and CEO of ValueCentric, said in announcing Joe Bovi's appointment. Mr. Bovi most recently served as Vice President of Sales at Tibersoft, an information management and business analytics company. He has also held marketing and sales management positions at SupplyWorks, Manugistics and Think Systems, Inc.

Mr. Bovi is widely recognized for his sales leadership success at Benchmarking Partners. As a Partner, he was responsible for recruiting and managing their national sales force, working in tandem with leading supply chain software companies and end-users. In just four years, Mr. Bovi was instrumental in growing revenue from \$5.9 million to \$32 million. In addition, Joe coached senior management teams in developing supply chain best practices at such companies as Eli Lilly, Johnson & Johnson, Warner Lambert and AstraZeneca.

"Given ValueCentric's rapid growth, Joe will be instrumental in delivering sales of the ValueTrakSM hosted service. As ValueCentric continues to deploy many new professional services to our clients and prospective customers, we expect to capitalize on Joe's ability to deploy our best-in-class technology and support services to our world-class customers," Dave Janca added.

About ValueCentric:

ValueCentric is a leading data and performance analytics service provider to the pharmaceutical industry. It provides innovative approaches to accessing and managing critical information such as product sales, inventory, service levels and supply chain data, including RFID, for pharmaceutical and biotechnology manufacturers. ValueCentric's data services strengthen and enhance the profitability of the relationships between manufacturers and the finished goods forward participants in their supply chain.