

Berlex Selects ValueCentric for Data Services and Performance Analytics to Support Its Fee-for-Service Program Management

Orchard Park, NY - May 16, 2006 -- ValueCentric, LLC announced today that Berlex, Inc. has selected the company's award-winning ValueTrak™ hosted data management and performance analytics solution to support Berlex's supply chain monitoring and Fee-for-Service program management needs. Berlex develops and markets diagnostic imaging agents, treatments in the areas of female health care and dermatology, as well as specialized therapeutics for life-threatening and disabling diseases in the fields of the central nervous and cardiovascular systems, oncology, and gastroenterology.

ValueCentric's best-in-class technology currently analyzes more than 30% of the US pharmaceutical industry's sales and product movement. Berlex joins more than 20 pharmaceutical companies that already rely on ValueTrak's on-demand service to analyze sales, inventory, service levels and supply chain data, including data provided through the emerging use of RFID. In making the announcement, Dave Janca, ValueCentric's Founder and CEO, commented, "We are honored to include Berlex among our world-class customers. Berlex will benefit from ValueTrak's unmatched speed to value and consistent return on investment made possible through the system's comprehensive capabilities and rapid deployment."

In the competitive selection of ValueCentric as their data solutions provider, Javier Avalos, Berlex's Business Intelligence Manager, noted, "Through an intense review of options available to us, we chose ValueTrak based on its proven capabilities coupled with ValueCentric's long-standing industry reputation. Given the rapid changes in our industry, we trust ValueCentric's experienced management team to keep us at the forefront of performance improvements and position us to meet the industry data challenges that may lie ahead."

"The ValueCentric team is dedicated to providing world-class pharmaceutical companies such as Berlex with the best analytical data services the industry has to offer. We rely on the domain expertise and insights of our staff to aggressively and regularly add new capabilities to ValueTrak that help our customers stay a step ahead of industry change," Janca added.

About ValueCentric:

ValueCentric, LLC is a leading data and performance analytics company providing on-demand services to the pharmaceutical industry. Through its hosted data service, ValueTrak(SM), the company offers innovative approaches to analyzing and managing product sales inventory, service levels and supply chain data, including data provided through RFID. ValueCentric's best-in-class technology strengthens and enhances the profitability of relationships between suppliers and the finished goods forward participants in their supply chain. To learn more, please visit www.valuecentric.com or contact David Flood, Director of Business Operations, at 716-667-0297, x103.