

ValueCentric's New 'Class of Trade' Module Extends On-Demand Performance Analytics Platform

New ValueTrak Module Significantly Strengthens Sales Channel Analysis

Orchard Park, NY (February 14, 2007) –ValueCentric, the leading provider of on-demand data management and performance analytics to the pharmaceutical industry, today announced the release of the new Class of Trade Module for its award-winning analytics platform, ValueTrak(SM). This new module further extends ValueCentric's differentiation in the market and reinforces its reputation for innovation and thought leadership.

ValueTrak's Class of Trade (COT) Module takes the analysis of outlet-level data (Store/Hospital/Clinic) to new levels, allowing manufacturers to more broadly analyze outlet data, and then use it to enhance sales and marketing performance. ValueTrak COT allows outlets reported to be grouped into a "class of trade" such as: independent pharmacy, retail chain, hospital, long term care, nursing home, etc. From there, ValueTrak customers can generate many unique reports that provide another dimensional view of sales and product distribution. The COT module can accommodate custom classes of trade or manufacturers can use the ValueCentric standard classes of trade.

In making the announcement, David Flood, ValueCentric's Vice President, Information Services, noted: "Key customers had direct input around the content and capabilities of the new module which makes us very confident that we have a high value-add service extension. ValueTrak's Class of Trade Module allows customers to easily manage trade classes and analyze and monitor sales to each channel. Customers can utilize this module's capabilities across multiple departments within their organization. Sales and marketing staff immediately gain significant value from viewing outlet sales by class of trade and geographic region. Insight derived from this information will enable customers to evaluate alignment of sales forces, determine market penetration in a class, identify penetration opportunities, adjust marketing spend and more. This is the first of many new capabilities that ValueCentric is bringing to the market in 2007 to enhance the scope of our analytics and further expand the sales and market planning capabilities of the ValueTrak application."

As an example of the module's cross-departmental functionality, ValueCentric worked to ensure that the COT capability would provide additional analysis to companies undergoing new product launches. The COT module provides market analysis reports showing manufacturers where their products are currently distributed or, more importantly, where the product availability in the supply chain may be weak by geography and applicable classes of trade.

"In developing this module, our goal was to give ValueTrak customers the ability to derive additional value from the growing use of outlet-level data. It is further evidence of our team's commitment to providing world-class customers with incremental return on investment from ValueTrak while expanding the platform's cutting-edge capabilities," Flood added.

About ValueCentric:

ValueCentric, LLC is the leading provider of on-demand data management and performance analytics to the pharmaceutical industry. Through its secure, Sarbanes-Oxley compliant hosted data service, ValueTrak(SM), the company analyzes manufacturer's sales, inventory, service levels and supply chain data. Serving world-class customers such as AstraZeneca, P&G Pharmaceuticals and Johnson & Johnson, 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 Joe Bovi, Vice President, Sales, at 716-667-0297 x127.