

ValueCentric Partners with Two Labs Marketing to Bring New Product Launch Expertise and ValueTrak to Emerging Pharmaceutical Companies

Orchard Park, NY (March 13, 2007) – ValueCentric, LLC, the leading provider of on-demand data management and performance analytics to the pharmaceutical industry, today announced a marketing alliance with Two Labs Marketing, LLC, a company that specializes in pharmaceutical product launch commercialization and trade development. With this partnership, Two Labs will add the ValueTrak application suite to their portfolio as they continue to service pharmaceutical companies. While ValueTrak is presently in use by pharmaceutical manufacturers of all sizes, this partnership brings additional capabilities to specifically address the new product launch challenges of emerging companies.

With data and product visibility now playing a more prominent role in the product launch process, the information made available through ValueTrak will serve as a foundation from which Two Labs can augment their consulting services. As Dave Janca, ValueCentric's Founder & CEO noted in making the announcement, "ValueTrak allows manufacturers of all sizes to significantly improve new product monitoring in real-time and re-shape the traditional product launch process through the use of data made available from the system. Our partnership with Two Labs will help emerging manufacturers ensure successful product launch activities and strengthen Two Labs vast industry expertise into actionable plans for success."

Rich Wartel, Two Labs' President & CEO, added, "ValueTrak has eliminated traditional barriers to information access with its ability to provide real-time data from the date of a product's launch. Having a clear view of each distribution center and outlet stocking a new product or more importantly those not yet stocking the new product can have a profound impact on the strategy employed in successfully managing a new product launch. At Two Labs, we are excited about expanding our services by combining our strong industry expertise with the capabilities of ValueTrak."

"Our goal in structuring this partnership is to ensure that both large and small manufacturers can have access to ValueTrak's broad array of data services while experiencing a rapid return on investment. Two Labs and ValueCentric are focused on delivering the best value added data management platform and value-added new product launch services in the pharmaceutical market," Janca 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 David Flood, Vice President, Information Services, at 716-667-0297 x103.

About Two Labs Marketing:

Based in Lewis Center, OH, Two Labs Marketing, LLC develops customized product launch solutions for pharmaceutical product management and Trade teams, from channel distribution strategy and planning through field trade implementation. Two Labs was founded in 2003 by Rich Wartel and has grown to include several leading industry executives with varied experience with distributors, biotech and pharmaceutical companies. To learn more, please visit www.twolabsmarketing.com or call (800) TWO-LABS.