

ValueCentric Appoints Supply Chain Expert Larry Lapide, Ph.D. to its Board of Directors

Orchard Park, NY (April 24, 2007) – ValueCentric, LLC®, the leading provider of on-demand data management and performance analytics to the pharmaceutical industry, today announced the appointment of Dr. Larry Lapide to its board of directors. Dr. Lapide, Director, Demand Management at the MIT Center for Transportation & Logistics (CTL), is an industry acclaimed supply chain expert and will bring strategic insights in the area of supply chain management, forecasting and demand planning to ValueCentric.

Most recently, Dr. Lapide managed the launch of MIT's Supply Chain 2020 Project that is researching the future of supply chain management. He is currently an advisor to the project, as well as the project director for CTL's Demand Management programs and its Strategy Alignment Workshop training program.

In making the announcement, Dave Janca, ValueCentric's Founder & CEO, commented, "Dr. Lapide brings more than twenty-five years of extraordinary experience in areas such as supply chain management, high tech management, consulting, and market analysis and strategy. His vast supply chain management and research expertise will provide strategic insight to our management team as we continue to expand our ValueTrak® product and how our customers use and benefit from the application."

Dr. Lapide was most recently on the staff of AMR Research, a technology market analyst firm specializing in software business applications and has also held leadership roles with Accenture, Arthur D. Little, Data General and Benchmarking Partners.

"ValueCentric is the leading innovator in the pharmaceutical data management and performance analytics market. With a solid management team and great products and service offerings, the company is uniquely positioned to help pharmaceutical manufacturers quickly gain the benefits of real time sales and downstream supply chain data that is now being shared. I am honored to be a part of their distinguished board of directors," Dr. Lapide said of his recent appointment.

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®, 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.