

# Mylan Selects ValueCentric to Monitor Expanding Generics Product Portfolio, Streamline Sales and Marketing Analytics Capabilities

Orchard Park, NY (June 12, 2007) – ValueCentric, LLC®, the leading provider of on-demand data management and performance analytics to the pharmaceutical industry, today announced that Mylan Laboratories Inc. has selected the company's award-winning ValueTrak® solution to monitor sales activity and order patterns as well as analyze chargebacks and returns for its extensive line of more than 500 products. A global pharmaceutical company, Mylan holds market-leading positions in generic pharmaceuticals, transdermal technology and unit dose packaged products, with an extensive line of affordable, high quality prescription drugs in traditional and innovative dosage forms.

Mylan joins more than 30 leading manufacturers who already rely on ValueTrak's on-demand service to analyze sales, inventory, service levels and supply chain data. In making the announcement, Dave Janca, ValueCentric's Founder and CEO, noted, "With an emphasis on exception management and alerts, the ValueTrak application sifts through thousands of daily EDI transactions to present critical information to Mylan's trade teams, financial executives, market analytics specialists, and sales and operational managers. Mylan will benefit from increased sales visibility and downstream transparency across its supply chain. At the same time, Mylan will have the ability to analyze unit and cash exposure in inventory throughout the supply chain, from several dimensions – location, product or SKU."

Upon selecting ValueCentric as their data management and performance analytics provider, Bob Potter, Mylan's Senior Vice President, Sales & Marketing, commented, "Mylan has approximately 170 products in more than 420 product strengths, covering nearly 50 therapeutic areas. ValueTrak will give us the ability to better manage our extensive suite of products throughout the supply chain while establishing measurable sales goals based on the system's data. As one of the leading generic companies in the world, one of our biggest challenges is tracking distribution patterns associated with new product introductions. Through ValueTrak's 867 Sales module, we expect to get a timely and critical view of which accounts have purchased our products and how well the products are being distributed to dispensing locations."

"ValueCentric is dedicated to providing world-class pharmaceutical companies such as Mylan with the best analytical data services the industry has to offer. Given ValueTrak's Sarbanes-Oxley compliant platform, secure on-demand environment, infrastructure savings, rapid implementation, seamless upgrades and real-time data management, we are confident that Mylan will see a rapid and measurable return on investment," 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®, 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](http://www.valuecentric.com) or contact David Flood, Vice President, Information Services, at 716-667-0297 x103.

## About Mylan Laboratories:

Mylan Laboratories Inc. is a leading pharmaceutical company with three principal subsidiaries, Mylan Pharmaceuticals Inc., Mylan Technologies Inc. and UDL Laboratories Inc., and a controlling interest in Matrix Laboratories Limited, India. Mylan develops, licenses, manufactures, markets and distributes an extensive line of generic and proprietary products.