

# Former IMS Health Executive Bill Henderson Joins ValueCentric Board; Brings Strategic Insights in Areas of Information Management

*Orchard Park, NY – July 31, 2007* – ValueCentric®, the leading provider of on-demand data management and performance analytics to the pharmaceutical industry, today announced the appointment of Mr. Bill Henderson to its Board of Directors. Mr. Henderson is Global Vice President for International SOS Pharmaceutical Services Division, and will bring his expertise in delivering information services to the pharmaceutical industry to ValueCentric's board.

In making the announcement, Dave Janca, ValueCentric's Founder & CEO, commented, "Mr. Henderson's in-depth understanding of how companies in the health care industry have leveraged technology and information to make sound business decisions will provide invaluable insights to ValueCentric's growth. In addition, Mr. Henderson's tenure with IMS Health and proven leadership in the pharmaceutical industry brings a unique strategic perspective to ValueCentric as the company expands its suite of offerings."

Mr. Henderson enjoyed a nine year career in executive management with IMS Health (NYSE: RX), the world's leading provider of information solutions to the pharmaceutical and healthcare industries. While at IMS, Mr. Henderson's titles progressed from Senior Director of Marketing, Vice President of Sales & Marketing for IMS Asia Pacific, to Vice President of Strategic Development for IMS Health.

Prior to joining IMS, Mr. Henderson spent six years in consulting, working onsite at such companies as AstraZeneca, Merck and Wyeth, as well as managing projects for managed care provider Prudential Insurance. Mr. Henderson started his career with IBM.

"ValueCentric 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. As the leading innovator in the pharmaceutical data management and performance analytics market, I am honored to be a part of ValueCentric's board, and the momentum and industry acceptance of their great products and service offerings," Mr. Henderson 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, Roche 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 Joe Bovi, Vice President, Sales, at 781-771-9827.