

ValueCentric reaches key processing Milestones with its on-demand Unified Data & Services Platform, ValueTrak; Announces new Module for delivery in Q1 2008.

Orchard Park, NY (January 15, 2008) – ValueCentric, LLC®, the leading provider of on-demand data management and performance analytics services to the pharmaceutical industry, today announced that 2007 volumes on its ValueTrak Unified Data & Services Platform surpassed 5 billion transactions processed and the number of data sources and manufacturers now utilizing the platform exceeded a combined 100. The ValueTrak® Platform in use in the industry since 2004 has rapidly become the industry standard for handling a wide array of trade channel and product data in one unified on-demand environment.

The ValueTrak Platform currently processes a broad spectrum of daily data from Manufacturers, Wholesalers, Distributors, Specialty Distributors, Specialty Pharmacies, Retailers, HMOs, Mail Order Pharmacies, Returns Processors, 3PLs and Pharmacy Technology Providers. Monthly processing load is growing exponentially as ValueCentric continues to expand its customer base and experiences strong demand for new module expansion among its existing customers. ValueTrak® has become a proven platform for unified industry data management and value-added services.

Dave Janca, Founder & CEO of ValueCentric commented “we have responded to the needs of the market by delivering an on-demand data management platform that integrates diverse data and provides unique analytics around manufacturer internal data, customer trade channel data, prescription data, e-pedigree & RFID data, and compliance & persistency programs all on one unified platform. Obtaining a single solution that addresses data convergence has been a goal of many pharma companies; there is an urgent need to integrate a variety of disparate data streams for detailed analysis, and tactical and strategic planning. With the adoption and growth of the ValueTrak Unified Data & Services Platform we are clearly delivering the capability to the market that achieves this goal”.

ValueCentric will also introduce a new module to its ValueTrak Platform in Q1 2008 for Sales & Market Planning (S&MP). This new module, developed in partnership with key manufacturer customers, allows for on-line integration of trade channel data streams with prescription data from any third party provider. This combined view of data allows for forecasting and planning with all desired industry data sources viewable side by side. Janca added that “We began developing this module to address our vision of offering pharmaceutical clients a closed loop view into their product activity. The Sales & Market Planning (S&MP) Module gives manufacturers a complete view into their supply chain, from orders received, actual sales out, store/outlet sales, prescriptions out of the stores and even returns from the distribution center or outlets. Determining forecast accuracy (or building a new forecast) on-demand with all the integrated data streams allows for a view and responsiveness never before available. The module allows for manual forecast builds that factor in market events as well as utilizing algorithmic approaches and a combination of both. The initial market response to the S&MP module has been very positive”.

The ValueTrak Platform is SAS70 Certified and Sarbanes-Oxley compliant.

About ValueCentric:

ValueCentric, LLC® is the leading provider of on-demand data management and performance analytics services to the pharmaceutical industry. Through its secure, Sarbanes-Oxley compliant ValueTrak Unified Data & Services Platform the company analyzes industry orders, sales activity, inventory, service levels, chargebacks, returns, e-pedigree & RFID data, prescription data and unique supply chain data. Serving world-class customers such as AstraZeneca, P&G Pharmaceuticals, Johnson & Johnson and Schering-Plough ValueCentric's best-in-class technology strengthens and enhances the profitability of relationships between suppliers and the finished goods forward participants in the pharmaceutical supply chain. To learn more, please visit www.valuecentric.com or contact Joe Bovi, Vice President, Sales at (781) 771-9827.