

ValueCentric Delivers New Data Availability and Services through CVS Caremark Partnership

Orchard Park, NY (January 28, 2010) – ValueCentric has partnered with the largest provider of prescriptions in the United States, CVS Caremark, to deliver distribution channel and prescription level data and services. This unique offering provides unprecedented product transparency that allows for greater insight on product performance, market trends, and patient demographics across the CVS Caremark network.

Responding to pharmaceutical manufacturers' needs for more specific and timely business intelligence, ValueCentric's CVS Caremark Data Services affords accuracy and real time access that cannot be matched by any other service offering in the market today. Unlike data services that rely on projection methodologies and estimation techniques which often raise more questions than they answer, this unique service offering enables manufacturers to make quality decisions based on actual data.

Manufacturers now have the ability to view the current actual performance of their products and competitive product market baskets from the Distribution Center to the pharmacy dispensing level. Data reporting capabilities include detailed product activity by pharmacy decile, pharmacy stocking reports, assessments of promotional tactics effectiveness, prescribed versus dispensed products, and returns reporting. The channel and store level data enables manufacturers to more effectively execute new product launches, analyze the performance of their product portfolios, and improve forecasts and financial projections.

Dave Janca, ValueCentric's CEO states, "We are extremely excited to provide this opportunity to our current customers and the industry. For the first time, pharmaceutical manufacturers can work with actual prescription data in near real time, allowing them to maximize the potential of their brands throughout their product lifecycle."

The role of the pharmacy has become an increasingly important component of the pharmaceutical supply chain, and pharmacy level data provides key insights that can result in expanded and continued effective use of medications. ValueCentric together with CVS Caremark are truly redefining data availability and how pharmaceutical companies access and benefit from it.

About CVS Caremark

CVS Caremark is the largest provider of prescriptions in the United States, filling or managing more than 1 billion prescriptions annually. CVS Caremark is uniquely positioned to improve health care outcomes through its more than 7,000 CVS/pharmacy and Longs Drugs stores; its Caremark Pharmacy Services division (pharmacy benefit management, mail order and specialty pharmacy); its retail-based health clinic subsidiary, MinuteClinic; and its online pharmacy, CVS.com.

About ValueCentric

ValueCentric, LLC® is the leading provider of on-demand data management and performance analytics to the pharmaceutical industry. ValueTrak, ValueCentric's on-demand SAS 70 Type II compliant platform, is used on a daily basis by world-class pharmaceutical companies such as AstraZeneca, Johnson & Johnson, Merck and Roche Pharmaceuticals to analyze sales, inventory, service levels, and critical supply chain data. 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 about ValueCentric or ValueTrak, please visit www.valuecentric.com or contact Joe Bovi, Vice President of Sales, at 781-771-9827.