

ValueCentric Introduces ValueTrak Mobile 2.0

Orchard Park, NY (July 5, 2011) – The pharmaceutical industry’s standard platform for on-demand data management and performance analytics, ValueTrak, can now be easily accessed through all mobile devices. Released today, ValueTrak Mobile 2.0 is packed full of features that support ValueCentric’s commitment to mobile users. The latest release provides users with access to their critical channel data and delivers the ability to perform key operational functions within ValueTrak at anytime, from anywhere.

Whether on the road, in the office, or at home, pharmaceutical companies can use ValueTrak Mobile 2.0 to readily view sales and inventory information as products flow through distribution networks to patients, ensuring optimal product distribution. Manufacturers can even approve and edit time-sensitive tasks such as reviewing pending orders from their customers on any smartphone or tablet.

Geo-location services is another exciting new addition to ValueTrak Mobile 2.0. The “Use My Location” feature leverages the ability of mobile devices to identify a user’s location using GPS or Wi-Fi. Now, a salesperson, account manager, or executive on the road can benefit from an auto-populating view of locations in the area they are currently in. Through this “self-aware” feature, the local distribution center(s) and dispensing outlet information is right at their fingertips.

“Our customers are operating in an increasingly mobile environment today, and ValueTrak Mobile 2.0 addresses the need of pharmaceutical manufacturer resources to remain connected when outside the office, accessing their data anywhere, at any time and allows them to be proactive when changes in their business occur,” said Cameron Hall, Director of Product Development at ValueCentric.

About ValueCentric

ValueCentric, LLC is the leading provider of on-demand data management and performance analytics to the pharmaceutical industry. The company’s flagship product, ValueTrak, is a Unified Data and Services Platform that enables all participants of the pharmaceutical supply chain to share, analyze and report critical supply chain data such as sales, inventory, orders, chargebacks, returns and prescription information. Over 200

pharmaceutical companies, including world-class enterprises such as AstraZeneca, Johnson & Johnson and Merck utilize ValueTrak on a daily basis.

To learn more about ValueCentric or ValueTrak, please visit www.valuecentric.com or contact Joe Bovi, Vice President of Sales, at 781-771-9827