

CEGEDIM COMMUNICATION DIRECTE ENRICHES ITS ONLINE RELATIONSHIP MARKETING AND DATA MANAGEMENT SERVICES

FOR FASTER AND MORE ACCURATE SEARCHES

Paris, July 5, 2010 – [Cegedim Communication Directe](http://www.cegedim-cd.com) (Cegedim CD), France's leading supplier of business addresses for commercial and marketing purposes, announces the addition of new value-added online services to its portal, <https://portal.cegedim-cd.com/>, designed to speed up and optimize data searches and usage.

Since 2008 Cegedim CD has offered online services that give its clients access to a large portion of its Businesses reference materials. Clients can use this material to perform their own data enrichment and verification.

Customers can use their Single Sign-On to access a range of services via the portal. These include:

- an online data distribution platform: **DataDistri**,
- secure online exchanges: **GlobalDataControl (GDC)**,
- an online search tool: **SirWebAnnuaire** (also available in a web services format under the name **SirWebServices**).

Quick and easy targeting

The **DataDistri** tallying tool lets users define their marketing targets and translate them into operational data with just a few clicks.

Developed to help users work more quickly and effectively, the new version of **DataDistri** contains numerous innovations:

- simplified media combination (postal, telephone, fax, etc.),
- direct transformation of SIRETs into operational files,
- easier keyword searches for NAF codes or legal categories,
- filtering prospects by date of creation (year/month),
- ability to filter based on top revenues or salaried employees, or to specify the desired number of targets,
- posting online estimates in order to receive a calibrated commercial proposal in return.

Optimized access to Cegedim CD's Business reference materials

SirWebAnnuaire lets users identify all of the entities that make up the French business landscape. It uses the Insee's SIRENE database, expanded to include Cegedim CD – i.e. nearly 16 million addresses – and is enriched with qualitative and descriptive data.

The **SirWebAnnuaire** version just launched includes many improvements, such as:

- optimized searches using company names (manages plurals, acronyms, synonyms, etc.),
- access to the entire Cegedim CD database, i.e. more than 3.5 million contacts,
- an indicator of linkages between establishments (relocations),
- company name histories,
- a message bar showing the current state of the platform (undergoing maintenance, service interruptions, etc.).

Cegedim Communication Directe will present the new features at a breakfast scheduled for September 21 from 9:30 am to 12:00 pm on the topic “*Opportunities in web-based database enhancement solutions*” at its offices at 137 rue d’Aguessseau, Boulogne Billancourt.

About Cegedim Communication Directe:

As part of Cegedim Group’s Direct Marketing department, Cegedim Communication Directe (Cegedim CD) designs, maintains and sells various databases. Cegedim CD is France’s leading supplier of business addresses. The company not only compiles and supplies data, it also continuously updates and enriches the data using a number of sources. Cegedim CD draws on more than 30 years’ experience in this field to offer a comprehensive range of services, from client targeting to personalized direct marketing. Cegedim Communication Directe is part of Cegedim Group’s “Technologies and services” division. To learn more, please see our website: www.cegedim-cd.com

About Cegedim:

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,600 people in more than 80 countries and generated revenue of €874 million in 2009. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: www.cegedim.com

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