

FOR IMMEDIATE RELEASE

CEGEDIM DENDRITE CRM SOLUTION, MOBILE INTELLIGENCE, AVAILABLE FOR IPAD® AND IPHONE® DEVICES

**MOBILITY IS KEY TO INCREASE EFFECTIVENESS & PRODUCTIVITY OF
COMMERCIAL TEAMS**

Paris, April 21, 2010 – [Cegedim Dendrite](#) today announced the availability of its flagship Customer Relationship Management (CRM) suite, [Mobile Intelligence](#), for iPad® and iPhone® users. Cegedim Dendrite, the world's leading provider of pharmaceutical CRM with a 35% market share, continues to deliver innovative and industry specific solutions to immediately increase its customers' effectiveness and productivity.

Increasing Commercial Teams' Productivity

Individuals in commercial teams within Life Sciences companies travel every day to build deeper relationships with their stakeholders across multiple locations in a given territory. Successful Life Sciences companies focus on leveraging proven mobile devices to increase their commercial teams' effectiveness and productivity as these tools deliver a competitive advantage by enabling these individuals to stay permanently connected to their CRM solution, access real time data, update customer profiles, leverage map location capabilities and deliver rich, multi-media presentations on complex topics.

"Our customers are focused on increasing their teams' effectiveness and productivity while on the go. *Mobile Intelligence* for iPad® and iPhone® enables them to maximize their interactions with their stakeholders by leveraging real time customer data and location-based services through state-of-the-art devices," explained Laurent Labrune, Chief Executive Officer of Cegedim Dendrite. "The convenience of carrying a super lightweight device, while having off-line or on-line access to the robust functionality of *Mobile Intelligence*, enables our customers to do what they do best - build relationships with their stakeholders."

Mobile Intelligence for iPad® or iPhone® devices is available via multi-tenant SaaS delivery or priced as a perpetual license, giving customers the maximum flexibility in selecting the option that best fits their needs.

The iPad and iPhone families of related marks, images and symbols are the exclusive properties and trademarks of Apple, Inc.

About Cegedim Dendrite

Cegedim Dendrite is the Life Sciences industry's leading provider of Customer Relationship Management (CRM) solutions. Designed specifically for Life Sciences, the company's innovative business solutions incorporate a thorough understanding of local, regional and worldwide trends. Cegedim Dendrite enables more than 200,000 users in many of the world's most innovative companies to stay ahead of market challenges. In addition to CRM, Cegedim Dendrite also provides marketing, data optimization and regulatory compliance solutions in more than 80 countries.

Cegedim Dendrite is part of the France-based Cegedim S.A. Group.

To learn more, please visit www.cegedimdendrite.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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