

CEGEDIM DENDRITE AND UCB SIGN GLOBAL SAAS CRM AGREEMENT

Paris, April 15, 2010 - Cegedim Dendrite, the world's leading provider of life-sciences specific Customer Relationship Solutions (CRM), has signed a global SaaS (Software as a Service) CRM agreement with biopharmaceutical company UCB.

UCB is a global biopharmaceutical company dedicated to the research and development of innovative medicines for severe diseases in two therapeutic areas - central nervous system (CNS) and Immunology.

Beginning immediately, UCB will implement Cegedim Dendrite's flagship CRM solution, Mobile Intelligence™.

"It is exciting to support UCB in its patient-centric strategy. It proves the extended flexibility of the Cegedim Dendrite offering enables us to perfectly fit with new commercial models in the biopharmaceutical industry," said Laurent Labrune, Cegedim Dendrite CEO.

Mobile Intelligence™, available in SaaS single or multi-tenant, is the only biopharmaceutical specific CRM solution that can be scalable following a hierarchical model on a global, regional and national scale, to support international companies in building their CRM strategies around the world.

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

Media Inquiries

Cegedim Dendrite

Karine RENAUD

EMEA Communications Manager

Tel. : + 33 (0)1 49 09 23 74

karine.renaud@cegedimdendrite.com

Cegedim Group

Aude BALLEYDIER

PR Manager

Tél. : + 33 (0)1 49 09 68 81

aude.balleydier@cegedim.fr