

FOR IMMEDIATE RELEASE

EKR Therapeutics First in Life Sciences Industry to Implement Cegedim Relationship Management's Innovative iPad™ Solution

Mobile Intelligence™ CRM for the iPad™ Will Help Improve Stakeholder Relationships

Bedminster, NJ – November 30, 2010 – [Cegedim Relationship Management](#) and [EKR Therapeutics Inc.](#) today announced that EKR has contracted for Mobile Intelligence™ on the iPad™, and will be the first customer to implement this innovative Customer Relationship Management (CRM) solution, the first of its kind in the Life Sciences industry. Cegedim Relationship Management is the world's leading provider of pharmaceutical CRM with a 35% global market share; and EKR Therapeutics is a specialty pharmaceutical company focused on identifying, fostering and targeting the growth of products to serve the needs of the acute-care hospital setting.

Sales forces and account teams of Life Sciences companies require comprehensive tools to manage customer relationships. Mobile Intelligence promotes visibility, collaboration and analysis, which increases efficiency and enriches stakeholder interactions. iPad deployment further enhances the value of Mobile Intelligence because it offers the benefits of mobility and new location-based services, as well as other Mobile Intelligence features such as multimedia detailing and electronic signature capture.

"The success of our business depends on customer relationships," said John E. Bailye, Chief Executive Officer of EKR Therapeutics. "Being the first in our industry to use state-of-the-art technology like the iPad is characteristic of our commitment to sales force innovation. We are confident it will improve communication with healthcare providers and result in more productive interactions."

The complete Cegedim solution, which will be leveraged by EKR Therapeutics' institution-based key account managers, includes:

- Mobile Intelligence Multi-Tenant SaaS on the iPad
- Help Desk and Data & Technical Services
- Xtelligence Dashboard (advanced analytics)

"This solution is proof of Cegedim's culture of advancement," explained Angela Miccoli, President, Americas of Cegedim Relationship Management. "Our team of innovators, empowered by the industry knowledge gained in the 40+ years Cegedim has been serving the Life Sciences, immediately realized the iPad could benefit our customers. Now, we are proud to be working with EKR Therapeutics, and to be the first company in our space to bring this technology to our customers so that they can better compete in an ever-evolving marketplace."

To learn more about Mobile Intelligence for the iPad, please visit the [Cegedim Relationship Management website](#).

*About Cegedim
Relationship
Management:*

Cegedim Relationship Management 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 Relationship Management 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 Relationship Management also provides marketing, data optimization and regulatory compliance solutions in more than 80 countries. Cegedim Relationship Management is part of the France-based Cegedim S.A. Group. To learn more, please visit: www.cegedimrm.com/rm.

*About EKR
Therapeutics*

Headquartered in Bedminster, New Jersey, EKR Therapeutics is a specialty pharmaceutical company focused on the acute-care hospital setting. EKR is committed to serving the needs of this important segment of the healthcare market by providing novel products offering broader therapeutic potential and superior patient outcomes. Founded in late 2005 by veteran healthcare and business executives, EKR has brought together a highly cohesive team of pharmaceutical professionals with established records of accomplishments in acute care. A privately held company, EKR has investment support from leading venture capital and private equity firms. For additional information about EKR, visit the company's website at www.ekrtx.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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