

CEGEDIM COMMUNICATION DIRECTE UNVEILS ITS NEW TARGETED MARKETING SERVICES

**AT THE VAD TRADE FAIR FROM 7 TO 9 OCTOBER 2008
LILLE GRAND PALAIS- VILLAGE SNCD - STAND F53**

Paris, September 29, 2008 – Cegedim Communication Directe (Cegedim CD), France's leading supplier of business addresses for commercial and marketing purposes, will present its new online services offering at the VAD trade fair, the international expo for e-business, direct marketing and distance selling (VAD) scheduled for 7 to 9 October at the Lille Grand Palais.

With expertise built over 30 years in the field, Cegedim Communication Directe is a major producer and seller of databases of French healthcare companies and professionals for direct marketing efforts.

Three new value-added platforms

Over the second half of 2008, Cegedim CD will be launching new online services (both open access and subscription based) to give its clients access to a large portion of its Businesses reference material. Clients can use this material to perform their own data enrichment and verification. Cegedim CD will unveil these services at the VAD trade fair and will release additional functionalities over the coming months to round out the line. They will comprise three platforms:

- **DataDistri:** accessible via www.cegedim-cd.com or directly at www.datadistri.com
- **SirWeb:** accessible via www.cegedim-cd.com, with rights management
- **GlobalDataControl (GDC):** accessible via www.cegedim-cd.com, with rights management

These platforms are associated with a shared back-office website that is personalized according to the user's access rights and linked to a private internal Cegedim CD administration website.

DataDistri is a comprehensive, integrated offering designed 100% for BtoB and operational marketing. An optimized combination of the Insee's SIRENE databases and Cegedim CD's "Businesses & Managers" files, it is the most complete turnkey BtoB database on the market. A dedicated application allows users to access an exhaustive database on French companies. This dynamic and comprehensive tracking tool will allow customers to narrow their marketing targets in just a few clicks.

DataDistri fills a variety of needs:

- Exhaustive information on all sectors of the economy: to cover all targets
- Optimal operational qualification: to precisely target one's markets
- Immediately functional: to effectively support one's postal, telemarketing and faxing campaigns.

DataDistri is a request and extract tool (rights reserved) focused on business segments that enables users to **save** (for later use and/or alterations) **their targeting strategies**, to bring in external reference sources (**online deduplication on key**), and to **visualize the results** of tallying using a large number of cross-tabulations.

SirWeb is a search module (directory mode) that lets users identify all of the entities that make up the French business landscape. It uses the SIRENE database, expanded to include Cegedim CD – i.e. nearly 18 million addresses – and is enriched with qualitative data: tracking SIRETs (relocations), telephone, fax, IRIS, etc.

Using a comprehensive and intuitive search engine, **SirWeb** makes it possible to visualize and/or download all of the qualitative and descriptive data for the entities found.

The **GlobalDataControl (GDC) platform** is designed for secure exchanges to allow Cegedim CD clients to perform their own automatic data enrichment and verification using man-to-machine or machine-to-machine methods. Initially, clients will only be able to process SIRENAGE data. This will be quickly followed by RNVP modules (restructuring, normalization and reliability check of addresses) and deduplication modules. The goal of the **GDC** application is to offer clients a tool for qualifying whole batches of the records in their internal databases, eliminating concerns regarding deadlines and volumes. In effect, **GDC** can manage files containing very few addresses as well as it can large files with a substantial volume of addresses.

For more information about the international e-business, direct marketing and distance selling rendez-vous: www.vad-expo.com/site/GB

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, pharmaceutical companies, healthcare professionals and insurance companies.

The world leader in pharmaceutical CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs more than 8,000 people in 80 countries and generated revenue of €753 million in 2007.

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

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Presse Contacts

CEGEDIM

Sylvie Delangle
Media Relations
Tél. : +33 (0)1 49 09 67 73
sylvie.delangle@cegedim.fr

PRESSE & PAPIERS

Guillaume de Chamisso
Press Officer
Tél. : + 33 (0)1 77 35 60 99
guillaume.dechamisso@pressepapiers.fr

CEGEDIM COMMUNICATION DIRECTE

Alice Pokorny
Communication Service
Tél. : +33 (0)1 49 09 69 51
alice.pokorny@cegedim.fr