

**CEGEDIM COMMUNICATION DIRECTE
SERVICES NOW MORE ACCESSIBLE WITH LAUNCH OF PORTAL
FOR RELATIONSHIP MARKETING AND DATA MANAGEMENT**

**VISIT US AT THE VAD E-COMMERCE INTERNATIONAL DISTANCE SELLING EXPO
FROM OCTOBER 13 TO 15, 2009 - LILLE GRAND PALAIS - STAND G34**

Paris, October 7, 2009 – Cegedim Communication Directe (CCD), France's leading supplier of business addresses for commercial and marketing purposes, will present its new online services portal at the 13th annual VAD distance selling expo being held from October 13 to 15 in Lille. The portal offers a single entry point to CCD's online relationship marketing and data management services at the address <https://portal.cegedim-cd.com/>

Customers can use their Single Sign-On to access a personalized homepage on the portal. There, they will find the range of services they have selected, a personalized sales contact, and a usage history. The history will include, for example, previous targeting strategies that can be reused or adjusted as needed.

*"The launch of this portal marks another step forward in the implementation of our high value added online services. Our online search tool, **SirWebServices**, has already encountered substantial success, proving that there is a demand among our customers for personalized web services that really work. This is why we have decided to launch this portal, which offers one-stop access to all of our online services. We are pleased to be able to present it at the Lille VAD, the industry's pre-eminent international gathering,"* announced Yves Lauliac, Cegedim Communication Directe Director of BtoB Database Development.

A single entry point for Cegedim CD online solutions

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.

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.

All of these services are now available online at the portal <https://portal.cegedim-cd.com/>. They include:

- **DataDistri: the online data distribution platform**

Offering access to an exhaustive database of every French company via a dedicated application, this dynamic and comprehensive tallying tool lets users define their marketing targets and translate them into operational data with just a few clicks.

- **GlobalDataControl (GDC): secure online exchanges**

GDC allows Cegedim Communication Directe clients to perform their own automatic data enrichment and verification using man-to-machine or machine-to-machine methods

- **SirWebAnnuaire: the online search tool**

SirWebAnnuaire 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 16 million addresses – and is enriched with qualitative data: tracking SIRETs (relocations), telephone, fax, IRIS, etc.

- **SirWebServices: the web service counterpart to SirWebAnnuaire**

SirWebServices gives users direct access to applications such as CRM, SFA, ERP, and more. Clients can also connect directly to the expanded SIRENE + CCD database to incorporate search results on the fly using XML flows as new entities are created.

To learn more about the VAD trade fair: <http://www.vad-ecommerce.com>

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 8,200 people in more than 80 countries and generated revenue of €849 million in 2008.

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

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