

CEGEDIM ACQUIRES SWISS CRM AND DIRECT MARKETING BUSINESS FROM IMS HEALTH

ACQUISITION SIGNIFICANTLY EXPANDS CEGEDIM'S OFFERING FOR THE SWISS LIFE SCIENCE INDUSTRY

Geneva and Hergiswil (Switzerland) and Paris (France) – July 29, 2010 - Cegedim, a global technology and services company specializing in the healthcare field, today announced the acquisition of the CRM and Direct Marketing business unit of IMS Health, the company's Swiss business, to complement and strengthen its existing Swiss CRM and Direct Marketing offerings. Cegedim, the world's leading provider of Life Science Industry CRM solutions and Healthcare Professional Databases, continues to strengthen its portfolio to increase its customers' efficiency and effectiveness.

The CRM and Direct Marketing Direct business unit of IMS Health GmbH has been targeting the life science industry in Switzerland for more than a decade, notably with its IMS Pharma – PAP healthcare database and Sales@Navigator CRM solution, recognized for its quality and reliability by more than 500 users and 30 companies. Drawing on its in-depth knowledge of the pharmaceutical sector, this division also offers complementary direct marketing services.

Expanding Cegedim's possibilities on the Swiss market

The acquisition of IMS Health's CRM and Direct Marketing activities shows that Cegedim is committed to expanding and enriching its local offering in order to optimize its Swiss clients' efficiency and performance.

The acquired businesses, via the Cegedim SRH SA subsidiary, will be folded into the Zurich division of Cegedim Dendrite, which already successfully supplies its services (OneKey database; CRM, marketing and compliance solutions) to more than 600 users in the Swiss pharmaceutical industry.

"We are proud of this acquisition, which allows us to enhance and enrich our offering while opening new doors in the Swiss market. It perfectly illustrates Cegedim's strategy as a global company with a strong local presence," says Martin Grubinger, General Manager of Cegedim Dendrite Switzerland and Austria. *"Our clients' satisfaction is at the heart of everything we do, which is why we take such pride when new clients discover the values that typify Cegedim, such as personalized attention, reliable solutions and a "one-stop" range of products and services, and in becoming the most innovative company in the Life Sciences CRM Business on the Swiss market,"* he adds.

The acquired businesses, was done by internal financing and will contribute to the Group's consolidate result from Q2 2010. Cegedim expects the acquired company to contribute annual revenues in the region of €2 million.

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**

Aude Balleydier

Media Relations

Tel: + 33 (0)1 49 09 68 81

aude.balleydier@cegedim.fr

Presse & Papiers Agency

Guillaume de Chamisso

Press Officer

Tel: + 33 (0)1 77 35 60 99

guillaume.dechamisso@pressepapiers.fr

Investor relations**Cegedim**

Jan Eryk Umiastowski

Chief Investment Officer – Investor relations

Tel: + 33 (0)1 49 09 33 36

investor.relations@cegedim.fr