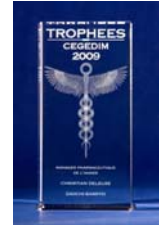


Cegedim's 15th Awards Ceremony

THE PHARMACEUTICAL INDUSTRY'S LEADING LIGHTS IN 2009



Paris, May 29, 2009 – Cegedim, the world leader in pharmaceutical CRM and one of the leading suppliers of strategic healthcare data, held their Awards Ceremony for the 15th year running. 15 prizes were awarded this year in 10 different categories.

Since 1995, the Cegedim Awards Ceremony, a prestigious event for the pharmaceutical industry, rewards leading figures, medicines and laboratories for their outstanding achievement throughout the year, in the fields of Marketing, Market Studies and Sales Forces. There is also a special award for the "Pharmaceutical Manager of the Year", based on peer voting.

The winners are selected on the basis of studies conducted by Cegedim, a key player in the pharmaceutical industry in CRM and medical visit management tools, audit and competition watch, sales statistics, prescription analysis and performance measurement.

5 Cegedim subsidiaries are sponsoring the various Awards categories this year:

CEGEDIM DENDRITE, with 200,000 users in more than 80 countries, is the world leader in CRM (Customer Relationship Management) for the pharmaceutical industry, with high added value solutions such as *Mobile Intelligence* or *TEAMS* and the *OneKey* database, world reference file for health professionals.

CEGEDIM STRATEGIC DATA (CSD) is one of the main players in the field of market studies for the health industry. With over 35 years' experience in this sector and present in 58 countries, CSD offers a wide range of services and solutions adapted to its customers' needs.

ICOMED (CEGEDIM CUSTOMER INFORMATION) measures the preferences of doctors for the products they prescribe while evaluating the size and profile of their clientele. In France, more than 50% of doctors in 19 specialist areas declare their prescription preferences to Icomed.

MEDEXACT specialises in advertising, outside medical consultations, for doctors, through the diffusion of advertising campaigns on screen savers (*ScreenPub*) and for pharmacists (customer loyalty and promotional tools, studies on medicinal product dispensing in chemists).

RNP, National Promotion Network, is the unrivalled advertising reference in chemists and pharmacy-led retail outlets. Its mission is to arrange window displays, manage the sales area and carry out surveys.

This year's Trophées Cegedim ceremony was presented by Dr. Philippe Leduc, CEO of the Press and Publishing division of CMPMedica France, a medical and professional specialist press.

WINNERS OF THE 15TH ANNUAL TROPHÉES CEGEDIM PHARMACEUTICAL INDUSTRY AWARDS:

Marketing Awards

■ **AWARDS FOR “*THE PREFERRED VISUALS OF PHARMACISTS*”**

Voting process: Survey of 250 pharmacists.

Winners: - **ADVILCAPS** from **WYETH SANTE FAMILIALE**
- **EUPHON** from **MAYOLY SPINDLER**
- **FLUIMUCIL** from **ZAMBON**

Presenter: Mrs. Marie-Hélène BONNAUD (**RNP**, CEGEDIM subsidiary)

■ **“*BEST SCREENPUB SCREEN*” AWARD**

Voting process: Results of the electronic vote of 814 product and marketing managers from the pharmaceutical industry invited to designate the best ScreenPub.

Winners: - **DUROGESIC** from **JANSSEN-CILAG**
- **INEXIUM** from **ASTRAZENECA**
- **LODOZ** from **MERCK SERONO**

Presenter: Ms. Alexandra RIMAUD (**MEDEXACT**, CEGEDIM subsidiary)

Market Research Awards

■ **AWARD FOR “*BEST SPECIALIST LAUNCH*”**

Voting process: Retrospective analysis carried out in 2008 covering 750 freelance specialists from the THALES longitudinal observatory at Cegedim Strategic Data (CSD).

Winner: - **EXELON Patch** from **NOVARTIS PHARMA**

Presenter: Mr. Bruno SARFATI (**CEGEDIM STRATEGIC DATA**, CEGEDIM subsidiary)

■ **AWARD FOR “*BEST ATTENDANCE RATE AT SPECIALIST MEDICAL VISITS*”**

Voting process: Retrospective analysis in 2008 of CSD competition watch for specialists

Winner: - **TYSABRI** from **BIOGEN IDEC**

Presenter: Mr. Bruno SARFATI (**CEGEDIM STRATEGIC DATA**, CEGEDIM subsidiary)

■ **AWARD FOR “BEST PERFORMANCE IN GENERAL MEDICINE”**

Voting process: Analysis of 30,000 general practitioners responding to the Icomed surveys.

Winner: - **SEROPLEX** from **LUNDBECK**

Presenter: Mrs. Marianne FERRAND (**ICOMED**, CEGEDIM subsidiary)

■ **AWARD FOR THE “BEST SPECIALIST’S PERFORMANCE”**

Voting process: Analysis of 50,000 specialists (32 specialities) responding to the Icomed surveys.

Winner: - **HUMIRA** from **ABBOTT**

Presenter: Mrs. Marianne FERRAND (**ICOMED**, CEGEDIM subsidiary)

■ **AWARD FOR THE “BEST HOSPITAL PERFORMANCE”**

Voting process: Analysis of 30,000 hospital specialists responding to specific hospital Icomed surveys.

Winner: - **ISENTRESS** from **MSD-CHIBRET**

Presenter: Mrs. Marianne FERRAND (**ICOMED**, CEGEDIM subsidiary)

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| Sales Force Awards |
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■ **AWARD FOR THE “BEST BUSINESS INTELLIGENCE PROJECT”**

Voting process: Collaborative use of strategic information from CSD, CCI and Cegedim Dendrite data leading to concrete operational division by the sales forces.

Winner: - **ENBREL** from **WYETH**

Presenter: Mr. Philippe HAMON (**CEGEDIM DENDRITE**, CEGEDIM subsidiary)

■ **“CRM” AWARD**

Voting process: Retrospective analysis of CAM data for 2008 notably taking into account the volume of contacts made, win-over rate, loyalty rate and new elements provided.

Winners: - **ICHIESI** and **ABBOTT** laboratories for the launch of INNOVAIR

Presenter: Mr. Philippe HAMON (**CEGEDIM DENDRITE**, CEGEDIM subsidiary)

Top Managers Awards

■ AWARD FOR “*PHARMACEUTICAL MANAGER OF THE YEAR*”

Voting process: This prize is awarded to the pharmaceutical manager having received the highest number of votes, both from the paper voting slips sent to the guests of the Cegedim Awards events, and the electronic votes from pharmaceutical managers.

Winner: **Dr Christian DELEUZE** (Chairman of **DAIICHI SANKYO France**)

Presenters: Mr. Didier HOCH (Chairman of **SANOFI PASTEUR MSD**)
Mr. Jean-Claude LABRUNE (Chairman and CEO of **CEGEDIM**)

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 80 countries and generated revenue of €849 million in 2008. To learn more, please visit our website: www.cegedim.com.

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