

## **Cegedim Dendrite Awarded Field Support Services Contract by Leading Pharmaceutical Company**

**Paris, France, December 3, 2008** — Cegedim Dendrite today announced a one-year renewal contract for field support services with a prominent global pharmaceutical company.

Under the terms of the agreement, Cegedim Dendrite will provide premium help desk and hardware services for the company's global operations, which use a third-party based CRM solution. The operation will be staffed and managed by an onsite Cegedim Dendrite team based at the pharmaceutical company's local offices.

"We're confident that with our history of successfully supporting premium field organizations — both on our sales force effectiveness solutions as well as third-party systems, this customer will have the tools needed to achieve higher productivity returns," said Thierry Durand, Vice President, Business Development, Cegedim Dendrite North America. Cegedim Dendrite's premium field support services are designed to enable higher field representative productivity for life science companies around the world. These services are provided in the local language, within local time zones and are available at the customer location or as a syndicated service.

### **About Cegedim Dendrite:**

Cegedim Dendrite provides the pharmaceutical companies around the world with vital support for successful Customer Relationship Management (CRM) activities. With nearly 200,000 sales representatives using its products worldwide, Cegedim Dendrite is the world's leading CRM provider for the life sciences industry. This business unit, created in May 2007 when the France-based CEGEDIM S.A. Group acquired Dendrite International, also provides sales, marketing and regulatory compliance solutions in more than 80 countries. To learn more, please see our website: <http://www.cegedimdendrite.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](http://www.cegedim.com)

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