

CEGEDIM DENDRITE ANNOUNCES MOBILE INTELLIGENCE CRM SOLUTION AVAILABLE FOR BLACKBERRY SMARTPHONES WORLDWIDE

INDUSTRY'S LEADING LIFE SCIENCES CRM SOLUTION EXPANDS ITS MOBILE ACCESSIBILITY

Paris, France, September 30, 2009 - CEGEDIM DENDRITE today announced the availability of its flagship Customer Relationship Management (CRM) suite, *Mobile Intelligence*[™], for BlackBerry® smartphone customers. Cegedim Dendrite, the world's leading provider of pharmaceutical CRM with a 35% market share, continues to deliver innovative and industry specific solutions to immediately increase its customers' effectiveness and productivity.

In today's environment, Life Sciences commercial teams often carry a laptop or tablet PC, visual sales aids, a bag and a mobile phone. Leading edge Life Sciences companies are seeking convenience, simplicity and the right amount of functionality as they equip their commercial teams with unified communication and productivity tools.

"BlackBerry smartphones enable commercial teams to only carry one device to communicate with their key stakeholders, organize their schedule as well as access vital information stored in their *Mobile Intelligence* CRM system," explained Laurent Labrune, Chief Executive Officer of Cegedim Dendrite. "Our in-depth experience of working with commercial teams at Life Sciences organizations has led us to create a unique and robust offering for users seeking mobility and immediate connectivity. Commercial teams using *Mobile Intelligence* for BlackBerry smartphones will be able to minimize their administrative work while achieving their productivity improvements; thereby, enabling users to do what they do best, build relationships with their stakeholders."

Mobile Intelligence for BlackBerry smartphones delivers incomparable route planning, customer profiles, daily organizer, pre-call and post call functionality specifically designed to improve the productivity and minimize administrative tasks of Life Sciences users. Mirroring the traditional *Mobile Intelligence Suite* for laptops and/or tablet devices, this advanced version for BlackBerry smartphones is available via single or multi-tenant SaaS delivery and priced as a perpetual license giving the customers the maximum flexibility in selecting the option that best fits their needs.

The *Mobile Intelligence* application for BlackBerry smartphone works in conjunction with the BlackBerry® Enterprise Server, which is compatible with all the leading messaging systems including: Microsoft® Exchange, IBM Lotus® Domino® and Novell® GroupWise®.

About Cegedim Dendrite:

Cegedim Dendrite is the Life Sciences industry's leading provider of Customer Relationship Management (CRM) solutions. Pharmaceutical by design, the company's innovative business solutions and global reach incorporate a thorough understanding of local, regional and worldwide trends. Cegedim Dendrite enables more than 200,000 users in many of the world's top companies to stay ahead of market challenges. Cegedim Dendrite also provides sales, marketing and regulatory compliance solutions in more than 80 countries.



Cegedim Dendrite is part of the France-based Cegedim S.A. Group.
To learn more, please visit 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 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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