



FOR IMMEDIATE RELEASE

CEGEDIM DENDRITE RECOGNIZED BY FROST & SULLIVAN WITH IT MARKET LEADERSHIP AWARD

PRODUCT INNOVATION, CONSISTENT PROFITABILITY AND INCREASING MARKET SHARE ARE TOP REASONS FOR THE COMPANY'S FORERUNNER POSITION IN GLOBAL LIFE SCIENCES

Paris – October 21, 2009 – [Cegedim Dendrite](#), the world's leading provider of Life Sciences-specific Customer Relationship Management (CRM) solutions with a 35 percent market share, today announced the company was the recipient of [Frost & Sullivan's](#) prestigious 2009 World Life Sciences-IT Market Leadership Award.

Frost & Sullivan analysts determine the award winner through interviews with all market participants and extensive secondary research of proprietary data sources. Competitors are compared and ranked based on:

- Market share
- Revenue growth rates
- Profitability
- Market and technology innovation

"With increasing profitability, constant and increasing market share and technology innovation, Cegedim Dendrite has truly excelled above all comers in the industry," said Siddharth Saha, a Frost & Sullivan Industry Director. "An in-depth understanding of end-user requirements, robust research and development efforts and the ability to respond to end-user requirements have all contributed to an expanding customer base, making Cegedim Dendrite the forerunner in the pharmaceutical CRM market and a deserving recipient of the 2009 Frost & Sullivan Market Leadership Award."

Frost & Sullivan also recognized Cegedim Dendrite for its global reach with 40 offices supporting customers in more than 80 countries. According to Frost & Sullivan analysts, Cegedim Dendrite stood apart from the competition by leveraging its vast experience to assist the world's leading Life Sciences companies with the management and integration of information for optimal reduction in unessential spending. Furthermore, the company was lauded for its dedication to keeping abreast of market requirements by investing in its product portfolio.

"With this award, Frost & Sullivan confirmed that Cegedim Dendrite is achieving its vision of becoming the industry's leading global provider of innovative technology solutions in Life Sciences CRM solutions," said [Laurent Labrune](#), Chief Executive Officer of Cegedim Dendrite. "We look forward to maintaining this position through continued product innovation designed to meet and exceed the current and future needs of our customers."

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation, and implementation of powerful growth strategies. *Frost & Sullivan* leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 35 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

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 at www.cegedim.com.

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