

## CEGEDIM DENDRITE RECEIVES 'POSITIVE' RATING FROM LEADING INDUSTRY ANALYST

**Paris / Bedminster, N.J. – June 4, 2008** - Gartner, Inc., recently issued a "positive" vendor rating\* to Cegedim Dendrite, a leading provider of sales and marketing products and services to the pharmaceutical industry, which recently celebrated its one-year anniversary.

*"Gartner's rating and comments confirm the reason we came together," says Laurent Labrune, executive vice president, Cegedim Dendrite. "The integration has gone smoothly and our customers have the utmost confidence that we will help them become more efficient and cost effective when bringing their brands to market."*

An electronic version of the Gartner report, "Vendor Rating: Cegedim Dendrite," written by Dale Hagemeyer, is available at [www.cegedimdendrite.com](http://www.cegedimdendrite.com).

### **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: [www.cegedimdendrite.com](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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\* Vendor Rating Disclaimer

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