

CEGEDIM DENDRITE COLLABORATES WITH MICROSOFT TO BOOST IMPACT OF PHARMA COMPANIES' SALES AND MARKETING EFFORTS

Bedminster, N.J. / Paris – April 2, 2008 – Cegedim Dendrite, a leading global provider of pharmaceutical industry solutions, today announced an expanded strategic relationship with Microsoft Corp., that will help ensure brand messages reach prescribers and patients with the greatest impact.

By incorporating functionality from Microsoft SQL Reporting Services, Microsoft Office PerformancePoint Server 2007, and Microsoft SharePoint Server 2007, Cegedim Dendrite's next-generation Customer Relationship Management (CRM) products and services will provide world-class analytical capabilities for customers. As a result, pharmaceutical companies will obtain crucial insight that will guide them more precisely in their sales and marketing efforts.

"Today's pharmaceutical companies are facing a myriad of pressures when bringing new and existing brands to market," said Subhash Vaid, Vice President, CRM Solutions and Analytics, Cegedim Dendrite. *"Our alliance with Microsoft will help those companies turn massive amounts of data into extremely useful information."*

Cegedim Dendrite's next-generation CRM solutions will help life sciences companies provide highly integrated sales and marketing efforts, which have been emerging trends within the industry. For instance, companies are able to target prescribers with brand messages by using various e-marketing techniques and/or providing sales reps with sophisticated Sales Force Effectiveness (SFE) tools. Those same tools also can help district managers better manage and coach sales reps.

Cegedim Dendrite currently uses Microsoft technology in most of its solutions. Specifically, its flagship SFE product, Mobile Intelligence, is based on the Microsoft .NET Framework. The company's next-generation products also will be based on the .NET Framework, as well as Microsoft SQL Server 2008, Windows Vista, Windows Mobile and Microsoft Office SharePoint Server 2007.

"Pharmaceutical companies struggle with turning large amounts of customer data into actionable information for their sales and marketing departments," said Charles Johnson, general manager of Microsoft's Worldwide Manufacturing Group. *"We're pleased that Cegedim Dendrite has chosen to migrate its world-class CRM offerings onto Microsoft's familiar and widely supported platform to help our mutual customers solve that problem."*

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

About CEGEDIM:

Founded in 1969, CEGEDIM supplies services, technological tools, databases and data flow management services. CEGEDIM's expertise falls into two divisions. The "Healthcare and strategic data" division comprises services specifically designed for pharmaceutical companies, healthcare professionals and health insurance providers. The "Technologies and services" division covers a variety of sectors.

Established as the world leader in Pharmaceutical CRM, its historic core business, CEGEDIM employs nearly 8,000 people in 80 countries. CEGEDIM generated turnover of €756 million in 2007. To learn more, please see our website: www.cegedim.com

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