

FOR IMMEDIATE RELEASE

Cegedim Relationship Management Announces Availability of Next Generation of MI for iPad™

Life Sciences-Specific CRM Solution Features Enhanced Usability Based on Worldwide User Feedback

Paris – April 14, 2011 – [Cegedim Relationship Management](#) today announced the general availability of the second generation of MI for iPad™, the company's Life Sciences Customer Relationship Management (CRM) solution designed specifically to leverage the benefits of iPad. This latest version features improved usability and enhanced offline functionality for increased user adoption.

Today's Life Sciences field personnel demand a mobile CRM solution that enables them to maximize their time in the field by providing them with all of the customer data they need, a mechanism for entering and capturing information wherever they are, and a device that will help them offer vivid multi-media presentations. MI for iPad delivers on this demand and is backed by Cegedim's 40+ year history of serving the Life Sciences industry with innovative technology solutions.

Commercial Team Tested & Proven

The new version of MI for iPad highlights enhanced usability. The enhancements are based on worldwide user feedback and the company's in-depth knowledge of the unique business process needs of Life Sciences' commercial teams, combined with the user-friendly features innate to the iPad. Usability improves user adoption, a critical need in today's competitive environment. Also contributing to a high user adoption rate is MI for iPad's robust offline functionality, which provides users with a superior experience.

"Our competitive differentiator continues to be the single interface whether you are connected or offline. This important differentiator is the result of our insight into what Life Sciences users really need and the challenges that they face while doing their jobs, including difficulty in connecting to the internet while at hospitals or on the road," explained Laurent Labrune, Chief Executive Officer of Cegedim Relationship Management.

"Also, MI for iPad has been optimized to reduce administrative work and support what users do best, which is to build relationships with their stakeholders," said Mr. Labrune. "It's been tested through usability sessions with real users in Europe, Asia Pacific and North America. We will continue to conduct usability sessions to further cement our leadership position in Life Sciences CRM."

Revolutionary Mobile CRM Analytics

MI for iPad also includes built-in, mobile CRM analytics through integration with MeLLmo Inc.'s Roambi™, the [leading business app for interactive mobile analytics](#). Roambi transforms CRM and other business data into immersive, dashboard-style analytics, instantly delivered to any iPhone® or iPad, enabling MI for iPad users to make faster, better decisions anytime, anywhere for improved relationship building.

Cegedim Relationship Management is the world's leading provider of pharmaceutical CRM with a 35% global market share. MI for iPad, includes location-based services, multimedia detailing and electronic signature capture, and promotes visibility, collaboration and analysis.

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*About Cegedim
Relationship
Management:*

Cegedim Relationship Management is the Life Sciences industry's leading provider of Customer Relationship Management (CRM) solutions. Designed specifically for Life Sciences, the company's innovative business solutions incorporate a thorough understanding of local, regional and worldwide trends. Cegedim Relationship Management enables more than 200,000 users in many of the world's most innovative companies to stay ahead of market challenges. In addition to CRM, Cegedim Relationship Management also provides marketing, data optimization and regulatory compliance solutions in more than 80 countries. Cegedim Relationship Management is part of the France-based Cegedim S.A. Group.

To learn more, please visit: www.cegedim.com/rm.

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, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,500 people in more than 80 countries and generated revenue of €927 million in 2010. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: www.cegedim.com

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