



PRESS RELEASE

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## **CEGEDIM ACQUIRES LEADING U.S. HEALTHCARE DATA PROVIDER SK&A INFORMATION SERVICES, INC.**

ACQUISITION SIGNIFICANTLY EXPANDS CEGEDIM DENDRITE'S U.S. ONEKEY OFFERINGS

**Bedminster (U.S.) and Paris (France) – January 11, 2010** - [Cegedim Dendrite](#), the Business Unit of the [Cegedim Group](#) dedicated to CRM solutions for the Life Sciences industry, today announced the acquisition of leading U.S. healthcare data provider, [SK&A Information Services, Inc. \(SK&A\)](#) to complement and strengthen its existing U.S. OneKey offerings. Cegedim Dendrite, the world's leading provider of the most up-to-date and complete information on healthcare professionals in over 60 countries around the world through its renowned OneKey Services, continues to strengthen its portfolio to increase its customers' efficiency and effectiveness.

According to a [year-long audit](#) completed by SK&A in 2009, nearly 60% of the healthcare contact records it evaluated on behalf of its clients were inaccurate. Life Sciences companies and their support vendors rely on high quality and accurate healthcare data to fuel their commercial planning and operations efforts. Inaccurate healthcare data causes wasteful and ineffective sales and marketing like misdirected sales calls and mail postage waste.

Founded twenty-six years ago, SK&A researches and maintains contact profiling information for over two million healthcare practitioners, including 800,000-plus prescribers. SK&A offers the only database of 100% telephone-verified email addresses for U.S. prescribers and professionals working at an active healthcare business site. SK&A's customers include some of America's most recognized healthcare, Life Sciences and pharmaceutical companies. The integration into the Cegedim Group will enable SK&A to significantly expand its market opportunity within the Life Sciences industry.

The newly acquired company will be commercially branded as SK&A, A Cegedim Company, and will be integrated into Cegedim Dendrite's OneKey business unit. Dave Escalante, SK&A's current President and Chief Executive Officer, will continue to lead the unit. SK&A will maintain its current operations headquartered in Irvine, California.

*"Cegedim Dendrite's vast Life Sciences footprint and comprehensive portfolio of healthcare-specific technology products and services increase SK&A's overall market opportunity,"* stated Dave Escalante, SK&A, A Cegedim Company, Vice President, Data and Information Solutions. *"SK&A has proven that maintaining high quality healthcare data is critical for the industry and for our clients, as accurate data is directly linked to more efficient and effective sales, marketing, and market research campaigns. I look forward to continuing to manage and grow SK&A, as we integrate our offerings with Cegedim Dendrite."*

*“SK&A brings immediate value to our OneKey customers and prospects in the U.S. due to their expansive healthcare professional database and the largest database of telephone verified email addresses for US healthcare professionals,” explained Laurent Schockmel, Chief Operating Officer, Cegedim Americas. “This acquisition enables Cegedim Dendrite to expand its U.S. OneKey offerings to the levels achieved in other markets around the world.”*

The deal was finalized on January 7, 2010 by internal financing. These activities represent annual revenues of around 15 million dollars and will be part of the consolidation scope of Cegedim Group for 2010.

### **About Cegedim Dendrite**

Cegedim Dendrite 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 Dendrite 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 Dendrite also provides marketing, data optimization 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](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, 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 8,200 people in more than 80 countries and generated revenue of €849 million in 2008. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: [www.cegedim.com](http://www.cegedim.com)

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