

New manager to lead Pharmacy activity

Villers les Nancy, 20th January 2010 – 18:00 (CET) - **Dominique PAUTRAT, Managing Director of Pharmagest Inter@ctive since 1st January 2010, confirmed today the appointment of Denis SUPPLISSON as manager of the Pharmacy activity. The new management's strategy, in keeping with the continuity principle, is based on anticipating pharmacists' requirements in order to meet more efficiently with the developments of their profession.**

Pharmacy Activity: the pharmacist at the heart of the Group's concerns

The Group's leading activity will now be managed by Denis Supplisson.

Mr Denis SUPPLISSON, 40 years old, began his career in 1991 as Technical Manager at Pharmagest Inter@ctive, before becoming Customer Relations Manager for the Central Region. He joined the company's head office in 2002 in order to develop and manage the Customer Relations department there on a national level. In 2005, further to the acquisition of CIP by Pharmagest Inter@ctive, he left Nancy to go to Lorient where he took part in merging the Group's methods and processes.

Denis SUPPLISSON is succeeding Dominique PAUTRAT in this role.

The appointment of this Customer Relations specialist is in line with the new management's desire to ensure the ever-increasing presence of pharmacists at the heart of the Group's concerns, continuing to provide them with innovative solutions to meet with the developments of their profession.

Innovation: R&D at the service of pharmacists in their new roles

The "HPST law" (Hospital Patients Health Territory) defines 4 new roles for pharmacists. The Pharmagest-CIP Group already provides pharmacists, through its leading LGPI (Integrated Portal Management) software, with the tools enabling them to perform these roles, due to the innovative abilities of its staff and the constant study of the evolutions in the health market and of the pharmacist profession:

- Therapeutic education of patients: information campaigns on therapeutic environment, performed in liaison with the Pharmaceutical Industry, enabling pharmacists to give informed advice to patients on their pathology.
- Consultant EHPAD pharmacist (residential care facilities for the elderly): the presence of the Group in the IT sector for old people's homes will enable pharmacists with the Group's software to perform this role more efficiently.
- Accompanying chronically-ill patients is made much easier by the possibility of sending SMS messages to the patients inviting them to renew their treatment.
- Possibility of offering advice and services in order to improve or maintain patients' state of health, due to the integration of databases in the software.

Meeting and anticipating customer needs

Pharmagest Inter@ctive's philosophy is demonstrated in the services it provides, that are based on technology and innovations for pharmacists and dispensary partners. "*Pharmagest Inter@ctive meets with its customers' needs through innovative and unique solutions, anticipating with precision the evolutions of the pharmacist profession for more than 25 years*", according to the Managing Director of Pharmagest Inter@ctive, Dominique PAUTRAT.

He adds that "*With an exclusive commitment as regards dispensaries, we would like to bring more value to customers and partners, and to succeed in extending our commercial coverage more rapidly in Europe. Our aim is to develop our European activities both by reinforcing relations with our customers and by steadfastly seeking new opportunities with high growth potential.*"

Pharmagora 2010: preview presentation of new innovative offers

Pharmagest Inter@ctive's strategies and new ranges of innovative products and applications will be presented during the next 2010 edition of Pharmagora, to be held from 27th to 29th March 2010 in Paris – Porte de Versailles.

Denis SUPPLISSON, the new manager of the Group's Pharmacy activity, has declared that: *"Our ranges of products for 2010 represent a new generation of solutions for pharmacists, combining technology with patients' lifestyles, in France and in Europe. All of the new products to be presented at Pharmagora next March illustrate the Group's strategy of endeavouring to combine constant innovation with the inexorable evolutions of the pharmacist profession."*

About Pharmagest Inter@ctive:

The Pharmagest Inter@ctive - CIP SA Group is the French leader in computing solutions for dispensing chemists, with 43% of the market share, 9800 customers and 600 employees. The Group has also been present in Northern Europe since September 2007 with 12.7% of the market share in Belgium and in Luxembourg.

A privileged partner of pharmacists for over 20 years, Pharmagest Inter@ctive designs innovative computing solutions for dispensing chemists, and is developing a high-potential E-Business E-Media activity for laboratories.

The Group is also developing novel software solutions for EHPAD (residential care facilities for the elderly) and day-care facilities for the elderly.

The first Logiciel de Gestion à Portail Intégré (LGPI®) (Integrated Portal Management Software) creates value for patients, pharmacists and laboratories, boosts sales, optimises purchases and enriches patient advice. It is also the first medium with a permanent impact in dispensing chemists, enabling laboratories to communicate directly with pharmacists and their patients.

Listed on Compartment C of NYSE Euronext Paris™
under the CAC SMALL90 index and SBF 250 by inclusion

ISIN: FR 0000077687 – Reuters: PHAPA – Bloomberg: - PMGI FP

Find out about the group's latest news at www.pharmagest.com

Contacts

PHARMAGEST INTER@CTIVE

Managing Director: Dominique PAUTRAT

Tel. 03 83 15 90 67 – dominique.pautrat@pharmagest.com

Shareholder and Investor Relations: Anne LHOTE

Tel: 03 83 15 90 67 – anne.lhote@welcoop.com

FIN'EXTENSO

Press Relations

Isabelle APRILE - 01 39 97 61 22 - i.aprile@finextenso.fr