

PHARMAGEST INTER@CTIVE RECEIVES THE INFORMATION TECHNOLOGY DEVELOPMENT AWARD

Villers les Nancy, April 22nd, 2010 – 18:00 (CET) – Pharmagest Inter@ctive, the French leader in the pharmacy computer systems market, was honoured today by the International Institute of Promotion and Prestige in Geneva during a ceremony held at the UNESCO headquarters in Paris, receiving international recognition with the Information Technology Development Award.

The pharmacy information technology developed by Pharmagest, through its beacon software package LGPI Global Services, is indisputably a value creator for pharmacists, laboratories and patients.

Furthermore, the Group is devoting a considerable part of its investments to technological innovation, in particular to anticipate pharmacists' needs even further. An R&D policy such as this thereby provides Pharmagest with continuing effective service from LGPI Global Services and results in the company's long-term economic development.

Through this prestigious recognition, the IIPP wishes to increase the international standing of the work of the Group's teams and the innovative technology that Pharmagest Inter@ctive is perfecting.

The members of the Economic Studies Committee of the IIPP have therefore unanimously voted to accept Pharmagest as winner of the internationally recognised Information Technology Development Award.

Thierry CHAPUSOT, Chairman of the Board at Pharmagest, received this prestigious honour on behalf of the Group from Mrs. Gisèle RUTMAN, Chairperson of the IIPP Executive Committee, from Mr. Christian PONCELET, member of the IIPP and Senator of Vosges, and from Mr. André ROSSINOT, former minister and mayor of the town of Nancy, under the chairmanship of Professor Etienne-Emile BAULIEU, former President of the Academy of Science (2004) and President of the IIPP Scientific Committee. Pharmagest thereby joins the very select circle of companies which have won an award from the IIPP in Geneva, such as Microsoft, American Airlines, the Winterthur Group, Genset, and also the Mérieux Foundation.

He said on this occasion: *« It goes beyond technological innovation; Pharmagest's 690 colleagues in France, Belgium and Luxembourg are inspired by working closely with pharmacists. Knowing how to anticipate what is needed, how to meet the pharmacy issues of tomorrow effectively, how to support and innovate, these are the strong points of Pharmagest Interactive. It is the involvement of each of our colleagues, developers and marketing people, of every one of our employees, which enables us to take our place amongst the European market leaders. In an environment which has become highly competitive, our initiatives and innovations, our motivation and expertise will always make the difference. We are proud to be receiving this award today. »*

The I.I.P.P – The International Institute of Promotion and Prestige

The I.I.P.P. was set up in 1963 in Geneva and is currently represented in 76 countries. Amongst its members are very well-known figures from the world of politics, science, culture and the economy, for example Simone Veil, Edmond H. Fischer, Nobel Prize for Medicine (1992), Bill Gates, Dominique Strauss-Kahn and François Loos as well. Since 1977 the I.I.P.P has collaborated with UNESCO. Every year, the Institute rewards key figures, institutions, businesses or groups for their performance on an international scale with the renowned I.I.P.P. Award. This international recognition is awarded in four different categories: « Humanitarian and Social », « Culture », « Science and Technology » and « Economy and Industry ».

The Pharmagest Inter@ctive Group:

The Pharmagest Inter@ctive Group – CIP SA is the French leader in pharmacy information technology, with 43% of market share, 9,800 clients and 600 staff. Since September 2007, the Group has also enjoyed a presence in Northern Europe with 12.7% of market share in Belgium and Luxembourg.

The favoured partner of pharmacists for over 20 years, Pharmagest Inter@ctive devises innovative information technology solutions for pharmacies and develops E-business E-Media activity with great potential for laboratories. The Group is also developing new software solutions for retirement homes and day centres for the elderly.

The first Integrated Portal Management Software (LGPI®), which creates entries for the patient, pharmacist and laboratory, boosts sales, optimizes purchases and enhances patient advice. It is also the first permanent impact medium for pharmacies, providing laboratories with direct communication with the pharmacist and his patients.

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On the CAC SMALL90 and SBF 250 indices by inclusion

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

Find out the latest news from the Group at www.pharmagest.com

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