



FOR IMMEDIATE RELEASE

CEGEDIM DENDRITE ACQUIRES LEADING HEALTHCARE DATA PROVIDER SK&A INFORMATION SERVICES, INC.

ACQUISITION SIGNIFICANTLY EXPANDS COMPANY'S U.S. ONEKEY OFFERINGS

Bedminster, New Jersey – January 11, 2009 - [Cegedim Dendrite](#) today announced the acquisition of leading healthcare data provider [SK&A](#) Information Services, Inc. (SK&A) to complement and strengthen its existing US OneKey business. 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 Science 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 US prescribers and professionals working at an active healthcare business site. SK&A's customers include many 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.

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