



NEWS RELEASE

SK&A's Hospital, Pharmacy and Group Medical Practice Databases Pass BPA Worldwide Audit

IRVINE, CA—June 17, 2008—SK&A Information Services, Inc. is pleased to announce the successful audit of its three principal healthcare databases by BPA Worldwide. This is the 12th consecutive year SK&A databases have been audited by BPA.

"SK&A is the only healthcare data provider committed to an annual, independent audit in order to assure our customers of our commitment to healthcare data quality and accuracy," said Dave Escalante, President and COO of SK&A. "This stamp of approval from BPA further substantiates SK&A as the leading provider of the industry's most reliable healthcare information."

The BPA audit confirms SK&A's claim of 1.5 million contact records in the databases, with accurate mailing addresses, contact names, job titles, phones, faxes and more. To assure accuracy and deliverability, every record in these lists is phone-verified twice per year by SK&A Research Associates from the company's California headquarters.

The Group Medical Practice database identifies 1,095,423 office-based physicians, nurses, business managers and other key decision makers. These contacts can be targeted by practice specialty, geography, office size, patient volume, prescribing volume and other selects. The Hospital database includes 6,850 U.S. hospitals and the 234,827 healthcare professionals working within them, selectable by job title, hospital type, bed size and geography. The pharmacy database offers 64,533 retail chain, independent and institutional sites. There are 168,787 pharmacists, staff and managerial contacts.

SK&A's healthcare databases support multi-channel marketing for continuing medical education, recruiting, direct marketing, pharmaceuticals, medical devices, managed healthcare, advertising, market research, insurance, online directories and publishing. During the months of April and May 2008, SK&A delivered 48.7 million healthcare records to its customers to support direct mail, email, fax broadcasting and telemarketing campaigns and to support direct sales efforts.

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