



NEWS RELEASE

SK&A Adds Hospital Data to Online Count System Self-service model enables 24/7 queries and list purchases

IRVINE, CA—May 7, 2008 - SK&A Information Services, a provider of healthcare information solutions and research, today announced the enhancement of Live Counts, a comprehensive online count and order system with direct access to SK&A's industry-leading healthcare databases. Healthcare marketers are now able to query up-to-date information and purchase lists from SK&A's Hospital database representing 233,430 decision-makers at 6,863 U.S. hospitals.

Available at <http://www.skalivecounts.com>, Live Counts offers instant mailing list counts and pricing with same-day electronic fulfillment on most purchases. Customers are able to purchase data with no minimum charges. Master Card, Visa and American Express are accepted upon checkout.

Direct marketers have many options for targeting hospital managers. Selects from the database include job title, geography, hospital bed size and hospital type. The file contains 100 job titles and 14 hospital types. Geographic selects include states, cities, counties, MSAs, radius from a ZIP Code, and multiple ZIP Codes (up to 20). Fax and phone numbers are offered for an additional fee. Visitors can filter the selections by "one contact per mailing site" or "one mailing site per contact."

Registration at the site is not required to run counts but is required to purchase data. Registered users will receive secure logins and passwords for access anytime. Registered users will be able to view a secure page that summarizes the history of their purchases.

Live Counts was launched in January 2008 with SK&A's Office Based Physician (OBP) database. With 647,000+ physicians, OBP is the largest database of prescribing physicians at their office locations. The database also contains nurse practitioners, physician assistants, business managers and others for 1.1 million total contacts.

SK&A will add its Pharmacy databases to Live Counts by end of third quarter 2008. The Pharmacy list offers 168,150 pharmacist titles and 62,113 pharmacies. SK&A databases are 100% telephone-verified every six months by SK&A researchers and audited by BPA annually for guaranteed accuracy.