



FOR IMMEDIATE RELEASE

**Physicians Interactive Acquires Skyscape Inc.—
Becoming World’s Leading Mobile Medical Information Provider**

*Third acquisition in 10 months expands delivery of medical content
to more than one million health care professionals*

LIBERTYVILLE, Illinois (July 23, 2009)—Physicians Interactive LLC (PI), the leading digital sales and health marketing partner for life sciences companies, today announced the acquisition of Skyscape Inc., the world’s No. 1 service for trusted medical information delivered via mobile devices and the Internet. Skyscape is now a wholly owned subsidiary of PI.

The Skyscape acquisition doubles PI’s current physician network and adds more than one million health care professionals to the PI database, providing valuable insights into the online behavior of physicians and other health care providers. The acquisition will allow for the development of new and enhanced decision support tools for health care professionals and expanded product offerings for pharmaceutical, biotech and other life science companies—all on one integrated platform available on multiple technologies.

“With the addition of Skyscape, Physicians Interactive is poised to offer compelling services to engage physicians, both online as well as at the point of care, allowing life sciences companies to gain efficient access to this hard-to-reach audience,” said Donato Tramuto, vice chairman and CEO of Physicians Interactive Holdings LLC. “As a result of this deal, our third in 10 months, PI is now in a position to offer the broadest portfolio of services to physicians on the platform of their choice using a proven, scalable and innovative technology foundation.”

Skyscape delivers trusted medical content at the point of care through its multiple mobile platforms and broad internet presence. From drug dosing calculators and drug interactions to medical alerts to the latest research and clinical practice guidelines, Skyscape provides up-to-the-minute information to enhance patient care. Gold standard content is delivered in partnership with more than 50 of the top medical publishers, associations and major medical institutions. Skyscape’s SmartLink™ technology enables subscribers to customize how they view content and automatically generates “smart links,” converting hundreds of editions and volumes of medical information into integrated decision tools.

“Skyscape’s adoption rate by health care professionals has almost tripled this year, further validating the appeal of Skyscape’s offerings as well as the convenience of the mobile platform,” said Sandeep Shah, founder, president and CEO of Skyscape Inc. “With Physicians Interactive’s online tools and services, physicians will be able to aggregate and access a significant portion of all their information needs (clinical and other professional content) through a single platform using the technology of their choice.”

Under the terms of the acquisition agreement, Skyscape will continue to be led by Mr. Shah, who will report to Mr. Tramuto. Terms of the acquisition were not disclosed.

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Physicians Interactive is owned by Perseus LLC, a private equity fund management company. Late last year, Perseus bought PI from Allscripts Healthcare Solutions, and earlier this year acquired MedManage Systems, the nation's leading provider of online, on-demand prescription drug sampling.

About Physicians Interactive

Physicians Interactive is the leading digital sales and marketing partner for life sciences companies seeking to reach physicians and other health care professionals. Through a proprietary platform that provides services including eDetailing, eSampling, clinical updates and online communities, PI complements life science companies' offline strategies while providing digital tools that help health care professionals meet the needs of their patients.

Since 1996, PI has developed more than 1,000 online programs for more than 150 brands throughout every stage of the product life cycle. PI's client list includes nearly 75 pharmaceutical, biotech and medical device companies, including nine of the top 10 worldwide pharmaceutical corporations. The company has become a trusted resource for health care professionals, evidenced by its database of providers, the largest in the industry. For more information about Physicians Interactive, visit www.physiciansinteractive.com.

About Skyscape

Skyscape® is the worldwide leading service for trusted medical information by specialty for mobile devices. Skyscape's service enables healthcare practitioners to tailor their experience from the most trusted medical information available and delivers it in an intuitive manner that supports the natural thought flow for diagnosis and treatment. Skyscape has a registered user base of more than one million medical practitioners. Its more than 500 trusted resources cover 30+ medical specialties. All are integrated via Skyscape's easy-to-use SmartLink™ technology and are available on Palm OS®, Palm Pre, BlackBerry®, iPhone, Symbian S60, 3rd edition (Nokia)®, Windows® Mobile and Windows® powered desktop and Tablet PCs. Skyscape is a privately held company headquartered in Marlborough, Mass. For more information about Skyscape, visit www.skyscape.com.

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