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**IMPACTRx APPOINTS GREGORY ELLIS PRESIDENT AND CEO**  
*Former Rosetta Senior Partner Brings his Analytics Experience and Expertise  
to New Leadership Role*

**Mount Laurel, NJ, August 23, 2011/PRNewswire** - ImpactRx, the pioneer in providing the healthcare industry with validated, consultative analytical models that demonstrate the impact of promotion on physician prescribing behavior, announced today that Gregory Ellis has joined the Company as President and Chief Executive Officer. Mr. Ellis will be responsible for the oversight of all operations and will lead ImpactRx through its next phase of growth including the expansion of its Consulting Analytics business, which is fueled by the Company's proprietary ImpactData™.

Mr. Ellis joins ImpactRx from Rosetta, where he was Senior Partner from 2002 to July 2011. At Rosetta, he served in a variety of leadership roles, helping the firm grow from \$5M to \$240M in annual revenue over a nine year period. Mr. Ellis led much of Rosetta's "best-in-class" patient and physician segmentation efforts which enabled leading pharmaceutical brands to optimize their investments in patient and professional marketing.

Mr. Ellis has more than thirty years of experience in the information, analysis and consulting industry including time at market leaders such as DRI, IRI, Nielsen and Opinion Research Corporation. Throughout his career he has been a pioneer in leveraging information and analysis to uncover insight and drive improved marketing and sales productivity. At IRI and Nielsen, he was at the forefront of leveraging scanner store and household panel data to improve pricing and promotion effectiveness. Mr. Ellis received his BS with Honors from Carnegie Mellon University, where he subsequently received his MS in Industrial Administration.

“I’m delighted to be joining ImpactRx at this point in the Company’s development and I’m looking forward to working with its talented people and tremendous data assets to supply even greater insight to our clients,” said Ellis. “The Company’s iPhone-enabled longitudinal physician research model is truly unique and I’m eager to take the customer value it delivers to new levels,” Ellis stated.

“We are very excited to bring Greg on as CEO to lead ImpactRx through its next phase of growth,” said ImpactRx board member, J.T. Treadwell. “Greg brings a terrific background in uniting market research, analytics and consulting to drive innovation and create value for clients and we believe he is a great fit for the next stage of ImpactRx,” stated Treadwell.

Treadwell thanked Richard Altus, ImpactRx’s departing President and CEO, for his significant contributions to the Company. “We think highly of Rich and the leadership he provided during his years at ImpactRx and wish him well in the future,” Treadwell concluded.

## **About ImpactRx**

ImpactRx is the leading provider of consultative and analytically-based promotional effectiveness solutions to the healthcare industry. Powered by the ImpactData™ generated by its longitudinal panels of more than 4,000 targeted, iPhone-connected physicians (who through its proprietary technology are the exclusive source of continuously-captured promotion and treatment data) and combined with its industry-leading analytics and custom research capabilities, ImpactRx provides clients with unprecedented insight into the drivers of physician brand choice within a complete competitive context. These insights enable clients to improve brand performance by making more effective decisions around marketing strategy, field and channel execution and launch and pre-launch planning. ImpactRx is a Symphony Technology Group company ([www.symphonytg.com](http://www.symphonytg.com)). For more information, visit: [www.impactrx.com](http://www.impactrx.com).

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