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**IMPACTRX, INC. NAMES MARK DEGATANO AS VICE PRESIDENT,  
BUSINESS DEVELOPMENT, KEY CLIENT INITIATIVES**

**Company Announces Key Addition to Leadership Team**

**Mount Laurel, NJ – April 13, 2009** - ImpactRx, Inc., the pioneering force in measuring the impact of pharmaceutical promotion on the behavior of the nation's highest prescribing physicians, announces that Mark Degatano has joined the company as Vice President, Business Development, Key Client Initiatives. This is a newly-created position that expands and strengthens ImpactRx's business development leadership team.

In his new role, Degatano will lead programs at the client level designed to extend the value and actionability of ImpactRx's offerings. He will also work to develop internal initiatives to ensure that the unique integrated insight offered by ImpactRx's syndicated and custom research is consistently delivered across its entire customer base.

Richard Altus, President and CEO of ImpactRx, highlighted the importance of this newly-created position and Degatano's qualifications. "As a former client of ImpactRx, Mark brings an unparalleled understanding of our client's needs," said Altus. "Mark recognized the value of our offerings in informing key business decisions and driving actions that help companies succeed in the launch and growth of their products."

Degatano has been a senior executive within the pharmaceutical industry for more than 20 years and has extensive commercial experience spanning multiple therapeutic areas and in managed markets. He is well-suited for his new role at ImpactRx as his prior experience included positions that directly generated sales growth and provided critical analytical support for business-building initiatives.

Degatano was Principal at his own consulting firm, after having been at Merck & Co., Inc. for more than 24 years. His most recent position at Merck was Vice President, U.S. Human Health Customer Insights. Prior to that role, he held numerous other executive positions at Merck, including: Vice President, Managed Care Marketing; Executive Director of Business Analysis and Decision Support; and senior-level positions in the areas of business planning, analysis and market research. Before joining Merck, Degatano spent three years with Arthur D. Little, Inc. where he gained valuable experience in providing consultative and strategic support to his clients.

**About ImpactRx**

Founded in October 2000, ImpactRx's physician networks are the source of an unprecedented intelligence capability for tracking the promotional initiatives of the pharmaceutical industry and for measuring their impact on physician prescribing behavior. Based in Mount Laurel, New Jersey, ImpactRx is a private company with investment financing provided by Mediphase Venture Partners([www.mediphaseventure.com](http://www.mediphaseventure.com) <<http://www.mediphaseventure.com/>> ), Oxford Bioscience Partners ([www.oxbio.com](http://www.oxbio.com)) <<http://www.oxbio.com/>> , Merck Capital Ventures ([www.merckcapitalventures.com](http://www.merckcapitalventures.com) <<http://www.merckcapitalventures.com/>> ) and Omega Funds.

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