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**IMPACTRX ANNOUNCES EXPANSION AND ADDITION OF PHYSICIAN
INFORMATION NETWORKS**

Data Expanded for Oncology, Neurology and Urology; Initiated for Dermatology and OB/GYN

Mount Laurel, NJ – November 1, 2007 - ImpactRx, Inc., the pioneering force in measuring the impact of pharmaceutical promotion on physicians' prescribing behavior, announced today that it is expanding its nationwide physician information networks in alignment with emerging market trends and rising client demand. ImpactRx is increasing the size of its longitudinal, smartphone-enabled physician research panels in three key specialties, and is initiating data collection in two additional specialties to broaden the scope of its data and services.

ImpactRx recently increased the size of its neurology specialty panel by 50 percent, is completing a similar-sized increase to its panel of urologists, and plans to expand its groundbreaking oncology research panel beginning in the first quarter of 2008.

“The oncology market has become increasingly competitive as the availability of new treatment alternatives grows and companies promote more aggressively for a share of the oncologist's attention,” said Jill Walton, recently appointed Managing Director and Vice President of ImpactRx's Oncology Business Unit. “Clients need to accurately assess performance, and ImpactRx's point-of-promotion and point-of-treatment model provides unmatched insight into sales execution and effectiveness. This expansion enhances our ability to provide our clients with the information edge needed to compete and win in the oncology marketplace,” said Walton.

In addition to expanding its existing physician panels, ImpactRx is adding new panels for two important specialties, dermatologists and obstetricians/gynecologists.

“This extension of our information networks puts us in a stronger position to support trends emerging across our customer base,” said John Kain, ImpactRx’s Vice President of Marketing. “We will be much better situated to support the growing areas of neuroscience, vaccines and oncology. With the addition of a psoriasis-focused dermatology panel to our existing rheumatology and gastroenterology panels, we can offer our biologic clients a comprehensive research solution in the fast-growing inflammation category.” Kain continued, “We are uniquely able to capture usage of infused as well as injected products, and to separate treatment and promotion activity according to indication for the many brands that are used and promoted for multiple conditions. Concurrent with this expansion effort, we will continue working diligently to improve the value we provide through our existing core primary care and specialty panels.”

With the addition of dermatologists and obstetricians/gynecologists to such specialties as cardiology, endocrinology and psychiatry, ImpactRx now has eleven distinct physician specialties represented within its nationwide information networks. ImpactRx’s proprietary data-capture and analysis methodology directly links promotional activity to treatment decisions across all its physician networks, including the expanded and new panels.

“Our expansion initiative is a direct response to our customers’ growing need for insight into the effectiveness of their sales and marketing efforts to an increasing number of physician specialty groups,” said Richard Altus, ImpactRx’s CEO. “This is an area for which data has been limited, so we are committed to extending our unique capabilities to respond to our clients’ emerging information and analytical needs.”

About ImpactRx

Founded in May 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), Oxford Bioscience Partners (www.oxbio.com), Merck Capital Ventures (www.merckcapitalventures.com) and 3i Group (www.3i.com).