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IMPACTRX LAUNCHES FIRST-IN-CLASS IPHONE APP THAT OFFERS UNPRECEDENTED OPTIONS IN MOBILE MARKETING RESEARCH

*ImpactRx Pairs Unique, New Smartphone App with  
Powerful Data Collection, Reporting, and Advanced Analytics*

Mount Laurel, NJ – August 3, 2010 – ImpactRx, Inc., the pioneering force in measuring the impact of pharmaceutical promotion on the behavior of the nation’s highest prescribing physicians, today announced the launch of an application for physicians that provides pharmaceutical companies with timely and actionable insight into drug therapy promotion and treatment activity. ImpactRx is leveraging the capabilities of this newly available smart-phone application by using iPhone with its longitudinal physician network.

“We are thrilled that our existing physician-behavior expertise will benefit from iPhone's powerful functionality,” said Richard Altus, President and CEO, ImpactRx. “These exciting developments align ImpactRx with cutting-edge technology, enabling us to continue to provide our clients with unparalleled visibility into the pharmaceutical marketplace.”

Highly mobile clinicians have limited time to complete web-based diaries and market research surveys based upon memory recall after the fact. This new application was designed for mobile workers and improves Electronic Data Capture accuracy because it gives physicians the freedom to record and document as they go, and is more part of their natural work flow. In addition to longitudinal tracking, this leading edge market research tool allows ImpactRx clients to ask “POP” research questions when specific conditions are met providing deeper insight in real-time.

ImpactRx is also making this new mobile application available for the iPad platform. This positions ImpactRx to expand information collected from doctors as well as other health care providers in a clinical setting. The leading edge iPad device unlocks robust capabilities for ImpactRx to continue evolving its leadership position in mobile market research.

About ImpactRx

Founded in 2000, ImpactRx’s longitudinal panel of high prescribing, smart phone-connected physicians is the exclusive source of continuously captured promotion and treatment data. Through its proprietary methodology, the Company captures annually one-million details and three-million treatment decisions, fueling its unique industry database. ImpactRx leverages this unprecedented intelligence with custom research and analytics to provide insightful solutions to pharmaceutical marketing and sales decision makers. Visit ImpactRx at [www.impactrx.com](http://www.impactrx.com).

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