



CONTACT:

Lesley Bailey
Senior Director, Product Development/Marketing
ImpactRx, Inc.
856-802-4133
lbailey@impactrx.com

**IMPACTRX NAMES KJELL NYGREN VICE PRESIDENT,
ANALYTICAL SERVICES**

Company Announces Key Addition to Advanced Analytics Team

Mount Laurel, NJ, June 21, 2011/PRNewsire – ImpactRx, the pioneer in measuring the impact of promotion on physician prescribing behavior announced that Kjell Nygren, Ph.D. has joined the company as Vice President, Analytical Services. Kjell will strengthen the company’s position as a state-of-the-art provider of analytical services to address clients’ needs for better understanding the effectiveness of their promotional activities in driving physician treatment choice.

In this newly-created role, Nygren will provide leadership for the Advanced Analytics group by driving innovation in the development and delivery of services to better meet client needs.

Nygren has 10 years of experience within the pharmaceutical industry and he is widely recognized for his ability to design and deliver solutions that help biopharma brands achieve commercial success. His most recent position was Director of Advanced Analytics with IMS Health. Prior to that role, he held numerous positions, including Consultant with ZS Associates, Practice Executive with Campbell Alliance and Principal with IMS Health Consulting.

About ImpactRx

Founded in 2000 and headquartered in Mount Laurel, N.J., ImpactRx’s longitudinal panels of high value, iPhone-connected physicians are the exclusive source of continuously-captured promotion and treatment data. Through its proprietary methodology, the Company annually captures one million details and three-million treatment decisions, fueling its unique ImpactData™ industry database. ImpactRx is a private company with investment financing provided by Symphony Technology Group (www.symphonytg.com) and Merck Capital Ventures. For more information, visit: www.impactrx.com.

###