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**IMPACTRX ANNOUNCES NEW ADDITIONS TO MANAGEMENT TEAM**

Mount Laurel, NJ, July 19, 2011/PRNewswire -- ImpactRx, the pioneer in measuring the impact of promotion on physician prescribing behavior, announces that Rob Delghiaccio has joined ImpactRx as Senior Vice President of Business Development and Jim Cronin was promoted to Senior Vice President, Oncology Franchise.

Rob Delghiaccio comes to ImpactRx with 18 years of pharmaceutical industry experience, on both the client and vendor sides of the business. Most recently, he spent nearly six years at GfK Healthcare where he was Senior VP, Business Development. Rob's market research experience includes uncovering market needs and identifying trends through the development, management, and analysis of primary and secondary qualitative and quantitative research. He has worked with a variety of data sets while servicing both in-line brand teams and pre-launch compounds at various stages of development. Rob's therapeutic areas of expertise include both the gen med arena – Cardiovascular, CNS, Metabolic and Respiratory – as well as Oncology across a number of tumor types.

Rob began his career in sales and managed care roles at Lilly, worked for Merck in Market Research and at Ethicon Endo - a J&J Company. Rob is a graduate of the University of Arizona and received his MBA from Harvard University.

Jim Cronin has over 15 years experience in the pharmaceutical industry, specializing exclusively in oncology for the past 10 years. As Senior Vice President Oncology Franchise, he will join ImpactRx's management team and will oversee the entire Oncology Franchise to ensure that best practices and optimal use of ImpactRx's data and appropriate analysis are consistently offered to all oncology clients. Jim has been instrumental in building ImpactRx's oncology business unit—taking it from a start up offering to its current position as the industry's gold standard for measuring oncology sales force performance and its affect on physician reported patient treatment decisions.

### **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](http://www.symphonytg.com)) and Merck Capital Ventures. For more information, visit: [www.impactrx.com](http://www.impactrx.com).

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