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**IMPACTRX LAUNCHES NEW PULMONOLOGIST RESEARCH PANEL**

***Company Expands Nationwide Longitudinal Network of High-Value iPhone-Connected Physicians to Include Pulmonologists***

Mount Laurel, N.J., March 7, 2011/PRNewswire - ImpactRx, the pioneer in measuring the impact of promotion on physician prescribing behavior announced today that it is expanding its nationwide network of longitudinal panels of iPhone-connected physicians with the addition of the pulmonologist specialty.

“The respiratory market has been re-energized and will become increasingly competitive with the introduction of new treatment alternatives,” stated Richard Altus, President and Chief Executive Officer of ImpactRx. “For example, Merck recently launched Dulera™ for asthma. In addition, the COPD market which already includes high-powered competitors such as Pfizer’s and Boehringer-Ingelheim’s Spiriva™, GSK’s Advair™ and AstraZeneca’s Symbicort™, will become even more active with the entry of Forest’s recently approved Daliresp™”, commented Altus.

“Competitors in this marketplace will need to work harder for a share of the pulmonologist’s attention,” said Altus, “and ImpactRx’s unique point-of-promotion and

point-of-treatment research model will provide our clients unmatched insight into the impact of their promotional efforts.”

ImpactRx’s proprietary data capture methodology, integrated with its high-level analytics and full custom research capabilities, provides its clients unique visibility into the effectiveness of their launch and post-launch market strategies. Through its ImpactData™, the Company continuously captures feedback from high-value physicians in real-time to provide data that gives clients a closer view of the relationship between physician prescribing and such influencing metrics as promotional activity, sales representative quality and marketplace dynamics.

The addition of pulmonologists to the twelve already existing physician specialty panels in the ImpactRx network - including Primary Care, Oncology, Endocrinology, and Neurology - expands and strengthens the comprehensive brand and marketing research solutions offered by ImpactRx.

### **About ImpactRx**

Founded in 2000 and headquartered in Mount Laurel, N.J., ImpactRx’s longitudinal panels of high value, iPhone-connected physicians is 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 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).