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**IMPACTRX APPOINTS ANAND NARASIMHAN EXECUTIVE VICE PRESIDENT,
OPERATIONS AND TECHNOLOGY**

Senior management team strengthened as Former Symphony Services executive brings his operations and technology experience and expertise to new leadership role

Mount Laurel, NJ, September 28, 2011/PRNewswire - ImpactRx, the pioneer in measuring the impact of promotion on physician prescribing behavior, announced today that Anand Narasimhan has joined the Company as Executive Vice President, Operations and Technology. Mr. Narasimhan will have leadership responsibility for all of the Company's information and technology operations. He will lead the design and execution of the Company's operational and technology initiatives in support of its next phase of growth, including the expansion of its Consulting Analytics business.

Mr. Narasimhan joins ImpactRx from Symphony Services Corporation, Ltd. where he was most recently Senior Vice President for Enterprise Business, the company's largest business unit, with accountability for revenue and P&L performance, M&A activities, product engineering, customer satisfaction and product innovation. As a founding member of Symphony Services, he was a major contributor to the creation of a high-growth, profitable and market-leading business

in product engineering services. During his time at Symphony, he directed some of the company's largest development undertakings including critical new product development projects in the business performance management and analytics space.

Mr. Narasimhan has extensive experience in leading large, transformational technology and operational initiatives. His experience includes serving in leadership roles for world-class information organizations, such as Information Resources, Inc. (IRI) and Cambridge Technology Partners. Over the course of his career, he has developed specialized expertise in the product development and technology space helping companies transform their operations to generate efficiencies and to maximize the value of their information products and analytics to clients.

“We are excited to add Anand’s experience and expertise to our senior management team,” declared ImpactRx CEO, Greg Ellis. “Anand brings a terrific technology and operational skill set to ImpactRx and we’re looking forward to his leadership in helping us further unlock the value of our ImpactData™ and AdvantageBuilder™ data sets to deliver best-in-class analytical solutions to our customers,” Ellis continued. “Our recent acquisition of TargetRx makes Anand’s arrival at ImpactRx even more timely. He will be instrumental in effectively integrating the operations, technologies and capabilities of the two companies and in driving additional value out of the combined company’s assets for our clients,” said Ellis.

Mr. Narasimhan has a post-graduate diploma in computer applications from the National Center for Computing Techniques in Bangalore and a Bachelor of Engineering degree from A.C. Tech Engineering College in Karaikudi, India.

About ImpactRx

ImpactRx is the leading provider of consultative and analytically-based promotional effectiveness solutions to the healthcare industry. Powered by its longitudinal ImpactData™ and its normative AdvantageBuilder™ data assets, ImpactRx's consulting analytics and custom research capabilities provide unparalleled insight into the drivers of physician brand choice within a complete competitive context. Through its iPhone-connected panel of more than 4000 targeted physicians and its proprietary, state-of-the-art research technology, ImpactRx captures not only physician treatment decisions in response to promotion, but also the attitudes, perceptions and beliefs underlying those decisions. The integration of its comprehensive behavioral and attitudinal data with its validated and innovative modeling techniques enables ImpactRx to deliver breakthrough solutions to its clients. These solutions empower clients to improve brand performance by making more informed and effective decisions around marketing strategy, field and channel execution and pre-launch and launch planning. ImpactRx is a Symphony Technology Group company (www.symphonytg.com). For more information, visit: www.impactrx.com.

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