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### **PharmaMetrics Appoints Key Member to Leadership Team**

**FORT WASHINGTON, PA, January 4, 2011** –PharmaMetrics, Inc., announced today that it has appointed Eric Redline to its Business Analysis and Consulting Group. Redline brings over a decade of consulting and client engagement experience and possesses a deep understanding of the issues that face the pharmaceutical industry today.

The pharmaceutical industry has continuous pressure to deliver value to both patients and shareholders alike. “With PharmaMetrics’ unique blend of deep industry expertise and comprehensive analytical capabilities, our clients are able to make better and potentially, more profitable business decisions within the Managed Markets sector” says Redline. “As healthcare reform plays out on the national stage, PharmaMetrics is front and center helping their clients to skillfully manage the impact these changes may have on their business” continued Redline.

Redline will be working within the firm’s three practice areas: pharmaceutical contract management software, contract processing services and managed markets consulting services with the goal of helping clients gain a deeper understanding of the dynamics of the managed markets arena. “What we find is that our clients have a lot of data and information. They are looking for answers. We help them figure out the right questions to ask and then help them find the answers in what can seem like a “black hole” of data” says Redline. Additionally, he will be helping strengthen existing partner relationships and look to foster new alliances aimed at improving our service to PharmaMetrics’ clients.

Prior to joining PharmaMetrics, Eric was Sr. Director of Client Service Operations and Quality Control at ImpactRx, a full service market research organization. Eric was involved in setting the strategic direction of the syndicated production team as well as driving process improvement while ensuring exceptional client service to his customers. He has also worked as a consultant with Brand and Marketing teams around launch planning and sales force execution.

"Eric is a great addition to the specialized consulting teams already in place at PharmaMetrics. He is a results-oriented executive and his focus on business development initiatives will broaden awareness of PharmaMetrics services and expertise. We are looking forward to him building new relationships and engaging with clients who will greatly benefit from the products services that PharmaMetrics has to offer" states John Still, President and CEO of PharmaMetrics.

#### About PharmaMetrics

PharmaMetrics is a leading provider of pharmaceutical contract management software, contract processing services and managed markets consulting services. For over 10 years, PharmaMetrics has been helping clients negotiate more profitable deals, automate existing contracting processes, and track contract performance. The net result is improved contract revenues and reduced operating costs. PharmaMetrics’ unique approach to pre-deal analytics, post-deal analytics, and formulary compliance provides a recommended discount level across a portfolio of accounts in a format that is easy to use. For more information, please visit

[www.pharmametricsinc.com](http://www.pharmametricsinc.com).

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