

## **TARGETRX WINS EASTERN TECHNOLOGY COUNCIL'S ENTERPRISE AWARD FOR LIFE SCIENCES GROWTH COMPANY OF THE YEAR**

November 02, 2005

Pharmaceutical Marketing Information Services Company Honored for Significant Industry Contributions and Outstanding Business Performance TargetRx, a pharmaceutical marketing information services company that delivers actionable insights to improve brand performance, today announced it has been selected as the winner of the Growth Company of the Year award in the Life Sciences category of the Eastern Technology Council's Enterprise Awards. The 13th Annual Enterprise Awards, presented by the Eastern Technology Council, honors the Greater Philadelphia region's life sciences and technology companies and their leaders for business performance excellence. TargetRx was selected as the winner from a group of three finalists in the Life Sciences Growth Company category for achieving company milestones through product innovation and strategic management decisions which ultimately led to significant revenue growth and client expansion.

"TargetRx has consistently aimed to fill a critical market need within the pharmaceutical industry by providing information that will help increase brand performance. By adhering to this vision, and combining it with innovative products, a dynamic management team, and strong client services, we have been able to make significant strides over the last few years," said Mike Luby, CEO of TargetRx. "We are extremely proud to have earned the recognition of The Eastern Technology Council for our achievements, and we remain committed to continued innovation and growth."

Over the past six years, TargetRx has developed the industry's most robust large-sample normative database that includes 150 million physician insights gathered from over 60,000 physicians across more than 30 therapeutic categories. TargetRx uses this data to develop powerful predictive models, which enable TargetRx to provide pharmaceutical companies with actionable information regarding sales and marketing initiatives to increase brand performance. TargetRx currently works with the majority of the top 30 pharmaceutical companies in the United States.

TargetRx was honored at the 13th Annual Enterprise Awards Black Tie Gala on November 1, 2005 at The Kimmel Center in Philadelphia, Pennsylvania.