

## Cegedim Dendrite Changes Name to Cegedim Relationship Management

New Brand Name Reflects Industry's Goal of Building Lasting Relationships with Stakeholders

**Paris, September 23, 2010** – Today, Cegedim Dendrite, the world's leading provider of pharmaceutical-specific customer relationship management (CRM) solutions with a 35 percent global market share, unveiled its new name: Cegedim Relationship Management. The descriptive name and its improved visual brand identity enable Cegedim Relationship Management to relay that the value it delivers to its customers is aligned with the industry's goal of building lasting relationships with stakeholders.

"As commercial business models are undergoing changes, we too have evolved to become the premier global technology and services company specializing in Life Sciences and Consumer Care," said Laurent Labrune, Cegedim Relationship Management Chief Executive Officer. "Our improved brand is inspired by our desire to communicate a coherent, unified image for all of the Cegedim Group's businesses, and to succinctly convey our unwavering commitment to provide customers with the most advanced products and services while delivering exceptional customer service. Because Relationship Management is what we do best."

Cegedim Relationship Management also provides marketing, regulatory compliance and data optimization solutions for the Life Sciences industry, enabling targeted solutions for strengthened client customer relationships, enhanced sales effectiveness, improved marketing performance and mitigated regulatory compliance risks. Partnering with Life Sciences and Consumer Care companies in more than 80 countries, Cegedim Relationship Management combines its global expertise with local in-depth knowledge to assist clients with commercializing their products in the most efficient and cost-effective manner while adhering to each region's compliance regulations.

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### About Cegedim Relationship Management:

Cegedim Relationship Management is the Life Sciences industry's leading provider of Customer Relationship Management (CRM) solutions. Designed specifically for Life Sciences and Consumer Care, the company's innovative business solutions incorporate a thorough understanding of local, regional and worldwide trends. Cegedim Relationship Management enables more than 200,000 users in many of the world's most innovative companies to stay ahead of market challenges. In addition to CRM, Cegedim Relationship Management also provides marketing, data optimization and regulatory compliance solutions in more than 80 countries. Cegedim Relationship Management is part of the France-based Cegedim S.A. Group. To learn more, please visit: [www.cegedim.com/rm](http://www.cegedim.com/rm)

### About Cegedim:

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,600 people in more than 80 countries and generated revenue of €874 million in 2009. Cegedim SA is listed in Paris (EURONEXT: CGM). To learn more, please visit: [www.cegedim.com](http://www.cegedim.com).

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