



NEWS RELEASE

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(For immediate release)

i3 INNOVUS LAUNCHES COMPREHENSIVE LATE PHASE RESEARCH TO MAXIMIZE PRODUCT COMMERCIAL SUCCESS

*Integrated and Expanded Post-Marketing Research Capabilities
Offer Customers Increased Value and Competitive Advantage*

WALTHAM, MA., Mar. 13, 2008— Pharmaceutical services company i3 announced today that i3 Innovus is launching comprehensive and customized late phase research services, offering customers increased efficiency and unparalleled access to data and expertise in positioning their products for commercial success. i3’s late phase service offering integrates and expands on the group’s post-launch real-world research competencies and includes: registry studies (product, disease and safety); post-marketing safety studies; Phase IV interventional trials; prospective, observational and naturalistic studies; health economic outcomes research, including burden of illness, patient reported outcomes and health economic piggyback trials; as well as expanded access programs.

“Efficient execution of late phase research requires a multi-faceted capability—demographic data mining, scientific study design and analysis, therapeutic expertise, epidemiology and pharmacovigilance, risk management, and global regulatory affairs expertise, as well as deep knowledge of real-world research. i3’s late phase research encompasses all of these areas with an intricate specialization that drives a competitive advantage for our customers,” said Glenn Bilawsky, CEO of i3. “i3 provides unmatched health economics, outcomes, therapeutic and safety thought leadership, dynamic study design and optimized study execution. Our data assets enable a unique capacity to assess protocol design and feasibility, as well as to optimize patient and physician recruitment.”

The late phase research group will be led by Cynthia Verst, PharmD, MS, as senior vice president. Verst offers experience designing and conducting late phase programs for maximum operational efficiency, cost-effectiveness, speed and reliability.

“Customers tell us that the ability to provide a high-quality product has never mattered more,” said Verst. “With an increased spotlight on risk management, reimbursement, market access, marketing spend and overall product performance, sponsors are seeking better data that will enable more informed decisions and increase market success. i3 Innovus’ late phase research has the breadth and depth of resources to deliver real-world research for sponsors that demonstrates real-world value.”

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i3 LATE PHASE/2

About i3

i3, a global Ingenix company, provides integrated scientific strategies and solutions throughout the pharmaceutical product lifecycle. It is composed of i3 Research, a therapeutically specialized contract research organization; i3 Drug Safety, engaged in pharmacovigilance and epidemiology; i3 Pharma Informatics, a data, science and technology provider of market analytics; i3 Statprobe, a leader in comprehensive data services; i3 Pharma Resourcing, a world-class staffing partner; and i3 Innovus, delivering the science and solutions to achieve marketplace success. i3 helps companies gain sharper insights that lead to better patient care. For more information, visit www.i3global.com.

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