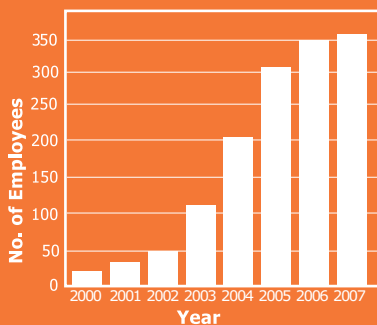


Vision

Enable customers to make fact-based decisions to improve effectiveness and return of their sales and marketing.

Mission

Be the global leader in developing and delivering solutions that increase the effectiveness and return of sales and marketing initiatives for our pharmaceutical and other life science customers.



Brief Description

Our business delivery model combines extensive industry knowledge with global online market research and analytical expertise to deliver actionable solutions in sales force strategy, tactical planning, targeting, brand management, quick-turnaround market research, segmentation, forecasting, sales and marketing metrics, commercialization outsourcing, brand tracking, and data management. Our technology enabled solutions also enable our customers to build internal capabilities by leveraging our R&D focus.

marketRx, with its global headquarters at Bridgewater (New Jersey, US), is a “Best of the Breed” global organization operating out of US, Europe and India, with a growing presence in markets around the globe.

With all of the top-20 global pharmaceutical companies as customers, today marketRx is the leading provider of integrated sales and marketing effectiveness solutions that cover nearly all areas of Sales Operations and Management, Market Research and Product Management.

Growth Story

Our growth spanning seven years now, has seen more than 75 big and small pharmaceutical companies benefiting from our solutions. The company started with initial investment from individual investors in the year 2000. Since then, marketRx has clocked an impressive growth both in terms of its revenue and number of people, while strengthening client relationships. Today, marketRx has more than 350 employees and the number is growing rapidly in the current year as well.

Awards and Recognition

Right from the first year of our inception, marketRx has been making its presence felt by winning a number of prestigious international awards, both at the corporate and the leadership level. The year 2006 proved to be very rewarding for us, as we were not only named one of the top 50 fastest growing technology companies in New Jersey but also the 190th fastest growing technology companies in North America on Deloitte’s 2006 Technology Fast 50/ 500 program respectively. The year closed with Siliconindia magazine listing marketRx in the coveted si100, a list of top 100 technology companies in the US.

In October 2005, we were named in the 24th annual Inc. 500 list of “Fastest Growing Private Businesses” in the U.S A.

Our President and CEO, Jaswinder Chadha (Jassi), was awarded the “Ernst & Young New Jersey Entrepreneur of the Year” award for emerging growth in the year 2004, in which he was a finalist in 2003. In this year and also in 2004, he was named a finalist in the Best Executive category for the annual American Business Awards. The NJBiz Magazine recognized his leadership and entrepreneurial achievements, and was awarded the coveted title of “Top Forty under Forty”.

As a company, marketRx has been also named to the Entrepreneur magazine and PwC’s Hot 100 listing of fastest growing new companies in the US for 2005. We have been recognized as the Rising Star in Deloitte & Touche Technology’s Fast 50 program for New Jersey in 2004 and as the second fastest growing Rising Star in 2003 for the same program. Not only that, year 2004 saw the company getting the most coveted title of being one of the New Jersey’s “Finest” companies by the NJBIZ magazine. In the year 2002, just a couple of years after our inception, marketRx was honored with the Super Award “Private Company of the Year” by the New Jersey Technology Council (NJTC), which we won again in 2003. Also, it was a great honor for us to be chosen by Siliconindia magazine in Sept 2002 to be included in the coveted si100, a list of the top 100 technology companies in the US.



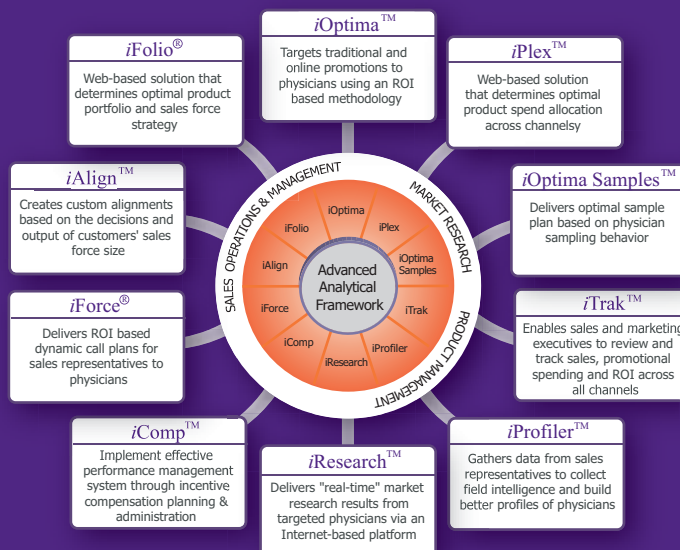
Solutions

Our solutions address the key business needs of Sales and Marketing management by combining extensive brand marketing, sales operations knowledge and market research, with proprietary analytical models and world-class information technology:

| Pharmaceutical Commercialization and Commercial Analytics | | |
|---|--|---|
| Sales Operations & Management | Market Research | Product Management |
| <ul style="list-style-type: none"> Sales force sizing & deployment Sales force call planning, field collaboration & team selling Performance measurement & incentive compensation Data management, field reporting & ad-hoc analysis Product sampling optimization, reconciliation and team sampling | <ul style="list-style-type: none"> Single, coordinated source for global research Qualitative and quantitative ATU and message recall studies Positioning and messaging studies Sales force effectiveness (KPI) tracking Integration of primary and secondary data | <ul style="list-style-type: none"> Promotion planning, tracking and ROI measurement Targeting, profiling & segmentation Key opinion leader identification & influence mapping Manage care analysis Consumer marketing planning, tracking & ROI measurement (including DTC) |

Products

Our integrated platform of technology tools, high-end analytics and custom research capabilities enable our clients to seamlessly link strategy with tactical planning, ensuring that key decisions are driven from the same set of assumptions, information resources and analytics:



Innovation and Investment

marketRx has made significant investment in creating intellectual property and leveraging state of the art technology, advanced modeling and statistical analysis techniques.

A profitable business entity, marketRx is also backed by \$10.25 million in investment from institutional as well as marquee individual investors from the pharmaceutical and financial services industry. Some of the notable investors include:

- Charles A. Sanders, M.D., Former Chairman & CEO of Glaxo Inc.
- Robert P. Luciano, Chairman Emeritus, Schering Plough
- William A. Schreyer, Chairman Emeritus, Merrill Lynch & Co., Inc.
- Rick S. Braddock, Partner, Mid Ocean Partners; Chairman, priceline.com; President and COO, Citibank N.A.

marketRx India Operations

marketRx India was established in June 2003 as a wholly owned subsidiary of marketRx Inc. and is a major hub of our operations outside US. marketRx India supports US teams on collaborative projects while servicing European and Asia Pacific markets. The team here is now more than 220 strong and well equipped to provide end-to-end delivery capability including project management, product development, quality control and customer support. marketRx India is a pioneer in the remotely-delivered knowledge services. We leverage the Indian talent pool (technology, statistics, analytics, research etc), strong IT-enabled processes, and experienced management team to execute our operations efficiently and reliably.

Sales Operations & Management

marketRx combines market research, analytics and technology to provide solutions that enable our customers at global pharmaceutical and biotechnology companies to improve effectiveness of their sales and marketing initiatives. With all of the top 20 global pharmaceutical companies as customers, marketRx is the leading provider of integrated marketing and sales effectiveness solutions.

Product Management

Market Research



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