



Exploria SPS Mentioned in Research Report by Leading Analyst Firm

Hartford, CT— June 9, 2007: Exploria SPS, a pharmaceutical software developer and leading global provider of *Continuous Loop Marketing™* (CLM) software for Tablet PCs, is mentioned in research report, "Tablet PC-Based Detailing for Biopharmas: Lots of Vendor Options and Approaches", conducted by Gartner published June 27, 2007 and authored by Dale Hagemeyer. Exploria SPS was listed as an example vendor in this report.

The report conducted by leading research analyst firm, Gartner, states "The tablet PC-based detailing space is maturing with multiple vendor options now available. Biopharmaceutical companies (biopharmas) can now find a solution option that more closely aligns with their go-to-customer approaches." The report further elaborates, "Of all the analytical processes related to marketing to physicians, being able to analyze the actual face-to-face interaction is among the most valuable, because it has the ability to evaluate cause and effect. Tablet PC-based detailing seeks to close the loop between sales efforts and physician beliefs and prescribing behaviors."

Many pharma companies deployed on closed loop marketing platforms have questioned if the closed loop environment is moving fast enough or if the loop is actually closed. Exploria SPS has developed the first tablet software solution that provides a Continuous Loop Marketing™ environment for presenting content, collecting physician feedback and recirculating enhanced content based on user behavior. Exploria SPS has scientifically developed smart algorithms to accelerate the detail beyond the rep physician interaction. This accelerated continuous loop has led Exploria SPS to define the 24-hour Detail™ from months of measuring detail success into real time. The 24-hour Detail™ incorporates sales rep-driven tablet PC detailing, online e-detailing, and Exploria's own direct-to-physician's desktop application.

Harnessing powerful behavioral and learning algorithms inherent in Exploria SPS, "For the industry to truly take advantage of the power of Continuous Loop Marketing via the Tablet PC, it must first get into the minds of physicians, dynamically capture behavioral data during the live detail, and analyze it immediately so findings can be presented back to the physician. Providing the doctor with information in this way will engage him in learning about the product that is at the heart of the detail," says Dr. Henry Slotnick, Professor Emeritus, University of North Dakota, and leading expert in physician behavior and learning.

R. A. Bavasso, President, Exploria SPS, comments "Our vision is to reach physicians when they have the need for information, no matter the hour of the day or the medium they choose. By creating an application that enables constant interaction with the prescriber, we can help our pharma clients better understand their customer's need for information."



About Exploria Sales Performance Solutions, LLC:

Exploria SPS™ offers sales performance solutions for Tablet PCs and other mobile technology to the pharmaceutical and medical device industries. Exploria SPS created its second generation tablet PC detailing solution for use in a Continuous Loop Marketing™ (CLM) environment in direct response to customer dissatisfaction with the first generation offering. Focused on The Science of Detailing™, the Exploria SPS solution enables interactive detailing using native media and algorithmic logic to determine presentation of appropriate content based upon physician response.

Exploria's technology is built on its more efficient and performance minded direct-to-desktop Community Network Platform™. It has helped the pharmaceutical industry with various content management and behavioral modeling needs since 1996. Its current tablet PC detailing offering has more features, offers greater work flow efficiency and field force flexibility, and has a lower cost both in terms of acquisition and resource utilization than other market offerings. To date, over 84,000 health care professionals use Exploria for various e-technology applications.

Exploria SPS has offices in Hartford, CT, Raleigh-Durham, NC, and Berlin, Germany.

Please contact Steve Simpson, Director US Sales Operations at
(860) 490-5091 or (860) 523-8864

Flash® and Shockwave® are registered trademarks of Adobe Corporation
PowerPoint® is a registered trademark of Microsoft Corporation

###