



Physicians Interactive Launches Newly Designed Website

LIBERTYVILLE, Illinois (May 20, 2009) – Known for innovative physician marketing, Physicians Interactive has launched a newly designed website that lives up to its reputation. As “the shortest distance between you and your physician”, Physicians Interactive continues to provide insight into the world of healthcare professionals with new resources presented on their website.

One feature is the demo center, giving users a chance to experience the online solutions Physicians Interactive offers—from eDetails and interactive games, to eSampling and market research. The website presents informational resources including news articles, events, product information and marketing trend reports. Check out the new design at www.PhysiciansInteractive.com,

About Physicians Interactive

Physicians Interactive is the leading digital sales and marketing partner for life sciences companies seeking to reach physicians and other health care professionals. Since 1996, PI has developed more than 1,000 online programs for more than 150 brands throughout every stage of the product life cycle. PI’s client list includes nearly 75 pharmaceutical, biotech and medical device companies, including nine of the top 10 worldwide pharmaceutical corporations. The company has become a trusted resource for health care professionals, evidenced by its database of providers, the largest in the industry. PI is owned by Perseus LLC, a merchant bank and private equity fund management company. For more information about Physicians Interactive, visit www.physiciansinteractive.com.