



PHYSICIANS INTERACTIVE ACQUIRED BY PRIVATE INVESTMENT FIRM, PERSEUS L.L.C.

Donato J. Tramuto Accepts New Leadership Role

Chicago and Washington D.C. — October 1, 2008 — Physicians Interactive, the leading provider of emarketing solutions for pharmaceutical, biotech and medical device companies, announced that it has been acquired by a fund that is managed by Perseus, L.L.C. from Allscripts Healthcare Solutions.

Donato J. Tramuto, who has led the Physicians Interactive business for the past 18 months, will continue in a leadership role. Tramuto will also serve as CEO/Vice-Chairman of Perseus Acquisitions Holdings, LCC and will assume a Board seat. Other executives within the Physicians Interactive management team, sales, support and service teams will remain with the company.

“Physicians Interactive has been a pioneer in identifying and creating alternative channels of communication that create real value for our pharmaceutical clients and for the customers they serve,” said Donato J. Tramuto. “With additional investment capital from Perseus, we will be able to further expand our portfolio of product and service offerings in a way that helps to create an unmatched market position for our clients.”

Tramuto has more than 28 years of healthcare leadership experience in both the product and service segments. Prior to joining Allscripts, he was previously Chief Executive Officer of i3, a global pharmaceutical services company that is part of Ingenix (a United Health Group Company), overseeing the Clinical Research, Pharmaceutical Data, Analytics, Outcomes, EPI/Safety, Health Education, and Strategic Consulting business units. He was also the former CEO and President of Protocare Sciences and one of the founders of Protocare, Inc.

Additionally, Physicians Interactive and Allscripts have signed a two-year collaboration agreement committing both parties to explore opportunities and potentially co-develop mutually beneficial business products and services involving the EHR and e-prescribing solutions.

About Physicians Interactive

Physicians Interactive builds an electronic dialogue with healthcare professionals by utilizing technology platforms and online interactive programs to deliver valuable education and promotion about medical products and disease states. Since 1996, Physicians Interactive has developed nearly 1,000 online

programs to help accelerate brands through every stage of the product life cycle. Physicians Interactive serves nearly 75 pharmaceutical, biotech, and medical device companies, including 9 of the top 10 worldwide pharmaceutical corporations. For more information visit: www.physiciansinteractive.com.

About Perseus

Perseus, L.L.C. is a merchant bank and private equity fund management company with offices in Washington D.C., New York and Munich. Since its inception in 1995, Perseus has invested in numerous buyout and growth equity transactions in the United States, Canada, and Western Europe. Perseus manages seven investment funds with capital commitments totaling approximately \$2.0 billion. For more information visit: www.perseusllc.com.