



Physicians Interactive Named Award Finalist for “Best Interactive Initiative for Healthcare Professionals”

LIBERTYVILLE, Illinois (August 11, 2009) – Medical Marketing & Media (MM&M), a business publication for healthcare marketers, has recognized Physicians Interactive in the category of “Best Interactive Initiative for Healthcare Professionals” of 2009.

Physicians Interactive submitted an eDetail program developed for NASONEX® (mometasone furoate monohydrate) Nasal Spray, a Schering-Plough brand that was judged on creative design, campaign scope, marketing strategy and campaign outcome. Judges included senior executives at companies like Merck, Pfizer, Johnson & Johnson, Novartis and AstraZeneca.

Winners will be announced at a gala black tie dinner on October 29, at New York City's Tavern on the Green.

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.