



## **Physicians Interactive CEO Named to *PharmaVOICE* 100 – Top 100 Most Inspiring Leaders in Life Sciences Industry**

**LIBERTYVILLE, Illinois** (August 3, 2009) - Physicians Interactive CEO and Vice Chairman, Donato J. Tramuto, has been named to the 2009 *PharmaVOICE* “100 Most Inspiring Leaders in the Life Sciences Industry.” The recognition pays tribute to Tramuto’s nearly 30 years of health industry experience and strong philanthropic commitments. Tramuto was also named to the *PharmaVOICE 100* in 2005.

Tramuto is a health care industry veteran who has served leadership positions at top health companies. He currently serves as Chairman and Founder of the Donato J. Tramuto Foundation, a non-profit organization he created in 2001 to help disadvantaged youth reach their educational goals. Additionally, he serves as Chairman of the Board Selectmen in Ogunquit, Maine, and is a board member on both the Duke University Fuqua Health Care Advisory Board and the Regis College Board.

### **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](http://www.physiciansinteractive.com).