



Modern Medicine, MedManage Systems Combine Physician Resource with Online Drug Sampling Service



Bothell, WA – August 6, 2009 – MedManage Systems, Inc., a leading provider of prescription drug sampling solutions and a subsidiary of Physicians Interactive, has formed a strategic partnership with Modern Medicine, a subsidiary of Advanstar and a global leader in providing integrated marketing solutions to life science customers.

The combination of the MedManage Samples On-Demand™ Service with Modern Medicine helps pharmaceutical

companies enhance their ability to service physicians with drug sampling. The MedManage's Intelligent Sampling® platform supplies marketer-selected physicians with samples in the quantity, form and delivery method they choose. Adding online sampling to the menu of Modern Medicine's services broadens the range of tools and resources that Modern Medicine can now offer their subscribers in addition to clinical tools, articles, and CME educational opportunities.

"The partnership between Modern Medicine and MedManage really makes sense-- eSampling is an effective marketing tool for pharmaceutical and life science companies and, at the same time, is a useful and sought-after resource for physicians, said Michael Alic, Vice President of Electronic Media Group at Advanstar. "We believe that physicians and pharma depend highly on one another and we want to find ways to connect them and develop relationships."

"Modern Medicine is an important addition to our Access Plus network of online business partners", said Cecil Kost, President and CEO of MedManage Systems, Inc. "With the addition of Modern Medicine, we are providing our pharmaceutical clients with expanded sampling reach and frequency through a trusted online source of important medically relevant information and services."

MedManage was acquired by Physicians Interactive in April 2009.

About MedManage Systems

Since 1999, MedManage is the leading online drug sampling provider in the industry. The company's Samples On Demand™ service connects pharmaceutical manufacturers' brands with their customers through a network of physician portals which provides users near ubiquitous access to medication samples. MedManage is the only company to enable eSampling for a pharmaceutical manufacturer on an enterprise-wide basis and was the first to deploy a fully electronic sample ordering method. The company headquarters are located outside Seattle, WA. Additional information on MedManage can be found at www.medmanagesystems.com. MedManage was acquired by Physicians Interactive in April 2009.

About Modern Medicine

ModernMedicine.com is an online service of Advanstar Communications Inc. (www.advanstar.com), a leading worldwide media company providing integrated marketing solutions for the Fashion, Life Sciences and Powersports industries. Advanstar serves business professionals and consumers in these industries with its portfolio of 47 events, 60 publications and directories, 95 electronic publications and Web sites, as well as educational and direct marketing products and services. Market leading brands and a commitment to delivering innovative, quality products and services enables Advanstar to "Connect Our Customers With Theirs." Advanstar has approximately 1,000 employees and currently operates from multiple offices in North America and Europe.

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