



**FOR IMMEDIATE RELEASE**

**Physicians Interactive Names Sanjay Pingle President**  
*Industry Veteran to Lead PI Pharmaceutical Business Unit*

Marlborough, MA (Sept 1, 2009)—Physicians Interactive LLC (PI), a leader in digital sales and marketing solutions for life sciences companies, today announced that Medsite co-founder Sanjay Pingle has been named President of PI. Pingle will report to Donato Tramuto, CEO and Vice Chairman of PI Holdings, and will lead the company's pharmaceutical business unit.

"We are thrilled to welcome Sanjay to our leadership team at a very exciting time," said Tramuto. "PI is poised to transform the way medical and marketing information reaches health care providers, delivering valuable decision support tools and resources when and where doctors need them. With extensive experience in the sales, marketing and executive management of a digital health marketing company, Sanjay will be an invaluable asset to the company and a driver in the expansion and integration of new lines of business."

In just the last six months, PI Holdings has announced two important acquisitions – MedManage Systems, the nation's leading provider of online, on-demand prescription drug sampling, and Skyscape Inc., the worldwide leader for trusted medical information delivered via mobile devices and the Internet. With the addition of MMS and Skyscape, PI has added new content and product delivery platforms, doubled its physician network and added more than one million health care professionals to its database.

"While there is widespread debate about the future of health reform in this country, there is no denying that health care is already undergoing a digital transformation," said Pingle. "I'm pleased to be joining Physicians Interactive at a critical time for both the company and the industry. PI is at the forefront delivering valuable digital tools and resources to support physicians and significantly improve quality of care."

Pingle will be responsible for leading growth of the Digital Sales and Marketing Business and will work to develop new digital marketing tools, products and services that integrate lines of business to further enhance customers' ability to effectively reach and support health care professionals.

Pingle was co-founder and executive vice president of Medsite, the biotechnology and pharmaceutical marketing firm named a market leader by Forrester, Jupiter Research and Frost & Sullivan. Following the sale of Medsite to WebMD in 2006, he went on to serve as vice president at WebMD where he was responsible for driving sales growth and for the integration of Medsite teams into WebMD. Most recently, Pingle co-founded Terasol Energy, a renewable energy business focused on seed technology in Brazil.

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### **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).

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