



Physicians Interactive Wins 2009 WebAward for Outstanding Achievement in Web Development

LIBERTYVILLE, Illinois (September 15, 2009) – Physicians Interactive’s corporate website has been recognized for its outstanding design, ease of use and educational value, receiving a 2009 WebAward for *Outstanding Website*. The award was sponsored by the Web Marketing Association.

In its 13th year, the annual awards program judged more than 2,000 sites from 45 countries in 96 industry categories during this year’s competition. Entries were judged on design, copy writing, innovation, content, interactivity, navigation, and use of technology.

PI’s website features an interactive demo center, giving users a chance to experience the online solutions Physicians Interactive offers—from eDetails and interactive games, to eSampling and market research. The site is an educational resource for clients, offering news articles, events, product information and marketing trend reports.

For more information or to check out the winning website, visit <http://www.webaward.org/winner.asp?eid=13123>

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.