



Physicians Interactive Wins PM360 Trailblazer Award for Best Interactive Marketing Campaign

LIBERTYVILLE, Illinois (October 13, 2009) – PM360, a monthly publication for marketing decision-makers in the pharmaceutical, biotech and medical device industries, has recognized Physicians Interactive as the winner of the Trailblazer Innovation – Initiative Award in the category of “Interactive Marketing Campaign” for 2009.

In its first year, the annual awards program featured 14 judges who reviewed entries of over a 100 nominees. Winners were judged on how well their initiatives met their goals, with special attention given to elements of originality in strategy or execution, challenges, and effectiveness, including cost-effectiveness, as measured by response, sales, or other indications.

For more information, visit: http://www.pm360online.com/f1_1009#Best_Initiatives.

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.