



FOR IMMEDIATE RELEASE

Skyscape Offers Medical Professionals Real Time Clinical Decision Application on Google Android

Marlborough, MA (December 16, 2009) -- Skyscape, Inc., the world's most trusted source for medical information delivered through mobile devices and the Internet, has launched a mobile clinical decision application on the Google **Android** operating system. Skyscape's extensive medical resources are now available on most smart phone devices, making the ability for medical professionals to download the latest medical information and safety alerts as easy as calling home.

The technology produced by Skyscape, a wholly owned subsidiary of **Physicians Interactive Holdings**, gives medical practitioners around the globe access to the most up-to-date clinical information on their mobile devices, allowing them to spend more time treating patients and less time rummaging through volumes of research. The application also allows them to treat patients in a variety of settings and locations, without being tied to a computer. With the Android operating system, all of the medical information needed to quickly and accurately diagnose and treat a patient is available on the same mobile device.

With the expansion of the Skyscape system onto the Android operating system, Skyscape becomes the first mobile clinical decision support provider to offer its application on all of the nation's major mobile carriers: Verizon, Sprint, T-Mobile and AT&T, as well as international carriers Vodafone, Orange and Rogers. In addition to their current iPhone enabled application, the Skyscape program will now be available on a number of Android OS enabled phones, including the HTC Touch, the Zii Trinity, Samsung Behold, G2, G3, G4, MyTouch, and DROID.

"Skyscape's mobile technology already has transformed the way clinical information is delivered in real-time, in real life-and-death situations," said Donato Tramuto, CEO and Vice Chairman of Physicians Interactive Holdings. "Now, with the development of the Android enabled application, we've made Skyscape available on virtually every mobile phone system, so clinicians anywhere in the world have the best options available to successfully diagnose and treat patients with immediate access to the latest medical information. There is simply no other system that has the depth of Skyscape's resources and global reach."

Widespread access to up-to-the-minute medical information is transforming the way physicians are able to treat patients around the globe—from the international aid worker in a rural village to the busy cardiologist scurrying between hospitals, clinics and departments. Skyscape's tools, including drug dosing calculators, drug interaction warnings, medical alerts, the latest research and updated clinical practice guidelines, are designed to enhance and improve patient care.

"I recently upgraded my Palm to a MyTouch and was thrilled to learn that the Skyscape application was already available on the Android platform," said Thomas Hirschfeld, M.D., a practicing internal medicine physician at the Lahey Clinic in Burlington, Mass. who has been using Skyscape resources at the point-of care for more than nine years. "It is much easier and less disruptive to look up clinical information, drug



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interaction and dosing information on my smart phone.”

Skyscape’s extensive medical resources system includes three resources with a one-time installation of Skyscape Reader at no cost: OCM (Outlines in Clinical Medicine), RxDrugs (RxDrugs Dosing Companion) and Archimedes (Archimedes Medical Calculator). Other no-cost Skyscape resources include the 13 ‘ACC Pocket Guidelines’ from the American College of Cardiology Foundation and American Heart Association; FDA information via Skyscape’s Medstream ‘MedWatch’; Skyscape’s Medstream ‘CDC Spotlights,’ which compile information from various sources including the Centers for Disease Control and Prevention. Skyscape Reader also includes ‘MedAlert,’ daily medical alerts tailored to the user’s preferences.

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About Skyscape

Skyscape® is the worldwide leading service for trusted medical information by specialty for mobile devices. Skyscape's service enables healthcare practitioners to tailor their experience from the most trusted medical information available and delivers it in an intuitive manner that supports the natural thought flow for diagnosis and treatment. Skyscape has a registered user base of over 1.1 million medical practitioners. Its more than 500 trusted resources cover 30+ medical specialties. All are integrated via Skyscape's easy-to-use SmartLink™ technology and are available on Palm OS®, BlackBerry®, iPhone, Symbian S60, 3rd edition (Nokia)®, Windows® Mobile and Windows® powered desktop and Tablet PCs. Skyscape is a privately held company headquartered in Marlborough, Massachusetts.

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. Through a proprietary platform that provides services including eDetailing, eSampling, clinical updates and online communities, PI complements life science companies' offline strategies while providing digital tools that help health care professionals meet the needs of their patients.

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. For more information about Physicians Interactive, visit www.physiciansinteractive.com.