



FOR IMMEDIATE RELEASE

Physicians Interactive Names Brett H. Miller Chief Marketing Officer for Health Care Provider Marketing

Marlborough, MA (February 24, 2010) – Physicians Interactive Holdings LLC (PIH), a leader in digital sales and marketing solutions for life sciences companies, today announced that industry veteran and former executive of both FX Solutions, LLC and Sephora.com, **Brett H. Miller**, has been named Chief Marketing Officer of PIH. Reporting directly to **PIH CEO and Vice Chairman Donato J. Tramuto**, Miller will spearhead all marketing and web-related activities related to its online products, pharmaceutical resources, and new technologies.

“I can’t think of a better person than Brett Miller to take the products we’ve developed and the resources we’ve obtained through our acquisitions and develop them to their fullest potential,” said Tramuto. “We’ve laid the groundwork, and Brett will help ensure that we are successful in the outreach and marketing that’s necessary to get our products in the hands of those who need it most – physicians, nurses and other health care workers.”

Miller will be responsible for leading the efforts to collect and interpret user information, including data on how doctors and nurses currently use the mobile healthcare applications, and he will help the development team make determinations about which innovations would help improve the overall experience of the user. “Many of today’s medical professionals find that they are presented with less time and fewer support staff. Mobile clinical applications will play an ever more critical role in managing their increasingly busy daily schedules,” said Miller. “I look forward to working with this exciting company to develop and market products that dramatically improve the experiences of both the medical practitioner and their patients.”

In the last 18 months, PIH has announced three significant acquisitions – the first of which was Physicians Interactive, a leader in the digital sales and marketing space; 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 integration of Physicians Interactive, MedManage and Skyscape, PIH has brought together content and product delivery platforms, doubled its physician network and developed a database of more than one million health care professionals.

Miller comes to Physicians Interactive from foreign exchange brokerage house FX Solutions, where he worked as the Global Chief Marketing Officer, managing all marketing and Internet activities. Previously, he worked as Vice President and General Manager of Sephora.com, a subsidiary of LVMH. Miller will oversee a 12-member HCP marketing division, which Tramuto expects will expand in the coming year.

About Physicians Interactive Holdings LLC

Physicians Interactive Holdings LLC (PIH) is owned by Perseus, a private equity company. PIH was created integrating three leading healthcare focused companies: Physicians Interactive, a leader in the digital sales and marketing space; 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 integration of these three companies under the Physicians Interactive brand, we enable life sciences companies to engage clinicians in more meaningful and impactful ways by leveraging our comprehensive understanding of today's clinician workflow, how they access information, and how they make decisions. For more information about Physicians Interactive, visit www.physiciansinteractive.com.

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