



DECISIONVIEW

Bring the Future into Focus

FOR IMMEDIATE RELEASE

Contact: Linda Drumright
COO
DecisionView Inc.
415-694-6207
linda.drumright@decisionviewsoftware.com

DecisionView Named Life Sciences "Cool Vendor" by Leading Analyst Firm

SAN FRANCISCO, March 15, 2007 – DecisionView today announced that the company has been selected as one of the Life Science industry's most innovative and impactful vendors in the "Cool Vendors in Life Sciences, 2007" report by Gartner, Inc.

In the highly competitive life sciences market, where new product development and commercialization are key differentiators, DecisionView was recognized by Gartner as having a unique technology offering that can provide pharmaceutical companies with a competitive advantage. DecisionView's StudyManager 3.2 application is used by pharmaceutical companies to optimize clinical recruitment performance. Through its unique approach of converging predictive modeling, simulation, visualization and dynamic planning capabilities in an automated clinical business process, StudyManager enables life sciences companies to realize tangible business outcomes.

"We are delighted and honored by Gartner's designation as one of the industry's most innovative companies. Recognition in the Cool Vendors Report is strong validation of the business value that can be achieved by life sciences companies who adopt DecisionView's business performance optimization solution," said Steve Andrade, CEO, DecisionView.

About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

About DecisionView

DecisionView develops innovative software solutions that optimize the business performance of life sciences organizations around the world. By uniquely converging data aggregation, visualization, predictive analytics and simulation capabilities into functionally rich and easy to use applications, the company's solutions deliver proven business value in reducing clinical costs and improving clinical productivity.

Additional information about DecisionView can be found at www.decisionview.com.