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DecisionView Named “Best Market Solution” by IDC

Leading Software Solutions Provider Awarded at the Life Sciences Technology Insight Conference

SAN FRANCISCO – October 7, 2008. DecisionView, Inc., the leading provider of software solutions to optimize clinical trial performance for life sciences companies, received the “Best Market Solution” award at the IDC Technology Insight conference held in Philadelphia on September 14-16, 2008.

With approximately 60,000 clinical trials taking place annually, stringent FDA requirements, and drug manufacturers competing amongst themselves for patients, sometimes thousands of patients need to be recruited globally to get approval for just a single drug. The increase in complexity has made it difficult for most life sciences companies to manage the process with ordinary tools.

“We set our vision for a fully integrated application that automates the critical clinical trial recruitment process and integrates real time visibility and predictability for improving cycle time performance and cost efficiencies,” said Steve Andrade, CEO of DecisionView. “This award validates StudyOptimizer as an innovative technology approach for improving this critical and complex clinical trial process. We are honored that IDC executive participants recognized our company’s solution and commitment to helping solve the clinical trial recruitment issue.”

IDC Life Sciences Technology Insight 2008 conference was held in Philadelphia on September 14-16, 2008, and the audience included pharmaceutical IT executives, solution providers and thought leaders. Additionally, major pharmaceutical organizations, such as Pfizer, Merck, Wyeth, Bristol-Myers Squibb, Johnson & Johnson, were also in attendance. Focused on the new generation of technologies for the life sciences, the event is produced by PPM Media with IDC’s Health Industry Insights as content partner.

The awards are determined by the attending executives who vote upon the best vendor presentations and solutions showcased at the summit. DecisionView won the “Best Market Solution” via the direct vote. Other nominees in this category included Adobe, IBM and Medidata.

“PPM Media congratulates DecisionView on its award at our recent Life Sciences Technology Insight summit,” said Philip McKay, President and CEO of PPM Media. “Because winners and nominees are directly determined by pharmaceutical IT executives from across North America, DecisionView’s “Best Market Solution” award for their revolutionary StudyOptimizer is further recognition of their technology leadership and ongoing innovation in the life sciences marketplace.”

About DecisionView

DecisionView develops innovative web-based software solutions that enable life sciences organizations around the world to improve clinical trial performance. DecisionView improves the visibility and predictability of clinical trial performance by automating critical clinical trials processes with integrated predictive analytics, simulation and scenario modeling capabilities that deliver proven business value, including faster cycle times and reducing clinical trials costs. Granite Ventures, Partech International and Aeris Capital are primary investors in the company.

For additional information, visit www.decisionview.com.