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April 15, 2010

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**NEW YORK** – **15/4/10** – Novotech, a leading Australasian CRO, has engaged Citeline to support its clinical development programs and further improve the rate at which Sponsor clinical studies are planned and carried out.

Citeline, the leader in global pharmaceutical intelligence solutions, today announced Novotech will utilize Citeline's TrialTrove® to better define their competitive clinical landscape and SiteTrove® to assist in identifying and tracking clinical trial sites and investigators on a worldwide basis.

"As the most comprehensive clinical trial tracking service in the marketplace, our investment in TrialTrove® and SiteTrove® will bring immense benefit to Novotech and our Sponsors in assessing feasibilities and planning new clinical trials in the region," said Novotech CEO Alek Safarian.

Novotech, which is headquartered in Australia with a management-hub in Malaysia and offices throughout the region, currently manages trials in 9 Asia Pacific countries, including India, Australia, South Korea and Taiwan.

"Our association with Citeline is in keeping with our history of always striving to bring the best combination of technologies and people available in the marketplace for the benefit of our Sponsors worldwide," said Safarian.

This partnership adds to Citeline's already impressive list of clients. Novotech joins an increasing number of CROs in incorporating TrialTrove® and SiteTrove® into their business process.

"A lot of costly delays in clinical study programs can be avoided with access to accurate intelligence and by a data led approach to investigator selection," says Robert Roseberry, Commercial Director for Citeline Asia Pacific. "TrialTrove® monitors over 100,000 individual clinical trials worldwide and the SiteTrove® service currently tracks the trial activities of over 190,000 clinical investigators, meaning we are well placed to provide unrivalled levels of intelligence to our clients in this sector."

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## **About Citeline:**

With 100% of top 20 pharmaceutical companies and many leading CROs as enterprise wide clients, Citeline is the leading provider of real time, global R&D intelligence to the biopharmaceutical industry. Citeline tracks clinical trials, drugs in development, clinical investigators and trial sites on a worldwide basis. Citeline acts as an information partner by delivering enterprise wide access to its information via a suite of Web based tools in combination with direct access to expert therapeutic area analysts who provide research support according to specific client requests. Citeline is an operating subsidiary of Informa plc (LSE: INF), a leading international provider of specialist information and services for the academic and

scientific, professional and commercial business communities. More information available at www.citeline.com.

## **About Novotech:**

Headquartered in Sydney with a regional hub in Malaysia, Novotech is focused on the Australasian region with 9 offices across the Asia Pacific including India, South Korea and Taiwan. Novotech also has worldwide reach through the company's network of strategic partners. Novotech, described by Frost & Sullivan as the best in its industry class for Australia based CROs, brings its global reputation for high quality service and regional expertise to the high-growth Asia Pacific area. As the largest independent CRO based in Australia, Novotech offers a level of flexibility and local knowledge that is unmatched among other contract research organizations in the region. Since 2006, Novotech has been recognized as *Australia's leading CRO* by Frost & Sullivan in its Asia Pacific Excellence in Healthcare awards. More information available at <a href="https://www.novotech-cro.com">www.novotech-cro.com</a>

## For additional information contact:

Sarah Powell, Marketing Director, Citeline, Inc., <a href="mailto:sarah.powell@citeline.com">sarah.powell@citeline.com</a>