PDR Announces Merger with LDM Group

-- Trusted Health Information Now Delivered to Prescribers and Patients in the Largest EHR and Digital Communications Network --

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MONTVALE, N.J. --PDR Network® (PDR), the foremost provider of drug information and prescriber communications, has merged with LDM Group, a leading provider of behavior-based patient and consumer health information.

Thomas H. Lee, President of Lee Equity Partners, the majority shareholder of PDR, commented, "This merger brings together two companies known for high-quality health information. PDR, trusted by generations of healthcare providers to deliver important drug information, and LDM, with its unmatched offering of behavior-based patient and consumer health information, will now offer innovative ways to create value for EHR/EMR partners, pharmacies, payers, and pharmaceutical manufacturers with services that enable prescribers and their patients to achieve better health."

The new PDR will deliver important health information proven to positively change health behaviors in the largest, most credible professional and patient/consumer communications network, including:

- The largest network of EHRs—surpassing 250,000 prescribers
- Highly effective multichannel digital reach—engaging with over 800,000 prescribers
- A network of over 16,000 clinically-oriented retail pharmacies caring for patients nationwide

"The realities of the new healthcare delivery models require all participants to have access to more timely and relevant health information," said Mark Heinold, who will take PDR forward as CEO of the new company. "We believe that when it comes to healthcare, knowledge really is power—and in the hands of healthcare professionals and patients, it can significantly impact health outcomes."

PDR's expanded ability to deliver health information will include the broadest EHR reach—deep into prescriber workflow—when and where prescribing decisions are made. This profoundly unique capability, combined with a proven ability to reinforce provider-patient communications through pharmacist-led counseling, significantly improves medication adherence and patient outcomes.

In addition, PDR will offer the most credible and impactful digital communications channels designed to reach healthcare providers outside of workflow—with PDR-delivered education and clinical messages welcomed by physicians, nurse practitioners, physicians' assistants, and pharmacists. Whether viewed before or after office hours, or at home, PDR's digital messages are trusted and preferred sources of health information that deliver proven results.

In conjunction with this transaction, Richard Altus, PDR's former President and CEO, will be joining Lee Equity as an operating advisor. In this role, he will participate actively in evaluating new investment opportunities.

About PDR

Trusted by generations of healthcare providers, PDR delivers innovative health knowledge products and services that support prescribing decisions and patient adherence to improve health. As a leading provider of behavior-based

prescription management programs, PDR provides event-driven and clinically relevant healthcare messaging through its patented process that improves patient compliance and outcomes, while preserving privacy. This network is made up of e-prescribing, electronic medical record (EMR), and electronic health record (EHR) applications, chain and independent pharmacies, and sponsors of healthcare-related education such as pharmaceutical manufacturers, health plans, payers, and pharmacy benefit managers. The **Physicians' Desk Reference**® suite of services provides healthcare professionals multichannel access to important drug information: the *PDR*®, the most recognized drug information reference available in the U.S.; interactive drug information services for EHR/EMR systems; digital communication services; PDR.net®; and *mobile*PDR®.

For more information on our products and services, please visit www.PDRNetwork.com and www.ldmgrp.com.