



Strategic Exit Advisors (SEA) Plays Lead Advisory Role in the Successful Acquisition of PharmaStrat by Decision Resources Group

With the guidance of Merger and Acquisitions Advisory Firm SEA, consulting and market research services firm PharmaStrat continues to expand its client offerings as a Decision Resources Group Company

Philadelphia, PA – September 8, 2011 – Strategic Exit Advisors (“SEA”) today announced that one of its clients, PharmaStrat, Inc. – the leading consulting and market research services firm focused exclusively on issues related to reimbursement and organized customer segments for biopharmaceutical manufacturers – has been acquired by Decision Resources Group. Previously known as Decision Resources, Inc., Decision Resources Group is one of the world’s leading research and advisory firms focusing on healthcare insights and analysis. Strategic Exit Advisors acted as the exclusive financial advisor to PharmaStrat. Terms of the deal were not disclosed.

“SEA ran an extremely thorough process that resulted in finding a very strong partner for PharmaStrat in Decision Resources Group. I couldn’t be happier with SEA’s performance and guidance as well as the outcome of their process,” said Phil Patrick, founder of PharmaStrat. “We are excited to continue our growth as a Decision Resources Group company and look forward to continuing to expand our portfolio of client offerings by leveraging the rich intellectual capital at Decision Resources Group.”

The acquisition of Flemington, N.J.-based PharmaStrat by Burlington, Mass.-based Decision Resources Group will result in a significant expansion of Decision Resources Group’s market access capabilities.

“PharmaStrat is an important acquisition in Decision Resources Group’s overall strategy to expand our market access capabilities and offer our clients the most innovative, high-value advisory solutions,” said Peter Hoenigsberg, CEO of Decision Resources Group. Reimbursement issues and customer segmentation are high priorities for biopharmaceutical organizations and – as markets get more competitive – guidance on these issues from industry-leading experts is critical. “Positioning drug brands in a way to maximize reimbursement has become quite possibly the most significant issue for pharmaceutical companies today,” Hoenigsberg added. “PharmaStrat brings to Decision Resources Group unparalleled expertise in this area.”

About Strategic Exit Advisors

Strategic Exit Advisors (SEA) is a premiere Mergers and Acquisitions advisory firm located outside of Philadelphia, PA. Since 1998, the principals of SEA have advised owners of privately held businesses to prepare for and execute the successful sales of their businesses, primarily in the Business-to-Business service arena. For more information on SEA, please visit www.se-adv.com.

About PharmaStrat

PharmaStrat is the leading consulting and market research services firm focused exclusively on issues related to reimbursement and organized customer segments for biopharmaceutical manufacturers. Founded in 2002, PharmaStrat continues to experience strong growth and was recently recognized for the third year as one of *Inc. Magazine*’s Fastest Growing Private Companies in the United States. For more information on PharmaStrat, please visit www.PharmaStrat.com.

About Decision Resources Group

Decision Resources Group is a cohesive portfolio of companies that offers best-in-class, high-value information, insights, advisory services, and consulting on important sectors of the healthcare industry. Clients rely on this analysis, data, and consulting services to make more informed critical management decisions. With over 450 employees worldwide, Decision Resources Group includes analysts who provide the pharmaceutical, biotech, medical device, financial services, and managed care industries with the analytics and advice they need to compete and thrive in an increasingly competitive marketplace. Through both organic growth and an aggressive acquisition strategy, Decision Resources Group has become the premier provider of healthcare analysis, data, and advisory services in the world. Visit Decision Resources Group at www.DecisionResourcesGroup.com.