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**IMPACTRX EXPANDS TO PROVIDE DECISION SUPPORT ON
DERMATOLOGY MARKET**

*Company Announces Addition of Dermatology Physician Specialty to Nationwide
Promotional Effectiveness Network*

Mount Laurel, NJ – December 9, 2003 - ImpactRx, Inc., the pioneering force in measuring the impact of pharmaceutical promotion on physicians' prescribing behavior, announced today that it has expanded its nationwide network of high prescribing physicians to include dermatologists.

“This extension of ImpactRx’s network is in direct response to the pharmaceutical industry’s growing need for data on the effectiveness of its promotion to an array of physician specialty groups,” said Gerald J. Gallivan, Chairman of ImpactRx, Inc. “The expansion allows us to strengthen our already unique value proposition as dermatology represents a specialty for which specific promotion and prescribing information has historically been limited.”

With the addition of dermatologists to such specialties as cardiology, psychiatry, rheumatology and urology, ImpactRx now has eleven unique and distinct physician specialties represented within its nationwide network.

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ImpactRx Expands to Provide Decision Support On Dermatology Market

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As with all physician specialties within its network, ImpactRx's proprietary data collection and analysis process will now link promotion activity with treatment decisions for dermatologists. ImpactRx's customers will be able to analyze competitive promotion and physician prescribing trends within dermatology beginning with October 2003 activity. ImpactRx will offer the most comprehensive information available on the specialty as in-office procedures performed by dermatologists will be captured as part of the ongoing data collection routine. A comprehensive data source able to provide information on these procedures - which constitute a significant portion of the dermatologist's time, and, in some instances, compete directly with drug therapy - was heretofore unavailable.

"From a data perspective, we are constantly evaluating important, but under-served, segments of the market to increase the value we provide our customers," Gallivan concluded. "This latest expansion brings us another step closer to realizing our goal of becoming a leader in providing decision support to the pharmaceutical industry."

About ImpactRx

ImpactRx comprehensively collects data on promotion and physician treatment decisions for every pharmaceutical product currently marketed in the United States from its exclusive network of high prescribing physicians. ImpactRx measures the impact of promotion on market share through its superior method of capturing new treatment starts in the dynamic portion of the pharmaceutical market and its unique ability to link promotion to prescribing. Founded in October 2000, ImpactRx's physician network is the source of an unprecedented intelligence capability for tracking the promotional initiatives of the pharmaceutical industry and determining their impact on physician behavior. Based in Mount Laurel, New Jersey, ImpactRx is a private company with investment financing provided by Mediphase Venture Partners (www.mediphaseventure.com), Oxford Bioscience Partners (www.oxbio.com) and Merck Capital Ventures (www.merckcapitalventures.com).