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FOR IMMEDIATE RELEASE

**SDI LAUNCHES AZMA.COM TO DELIVER DISEASE-SPECIFIC 4-DAY FORECASTS,
EMAIL ALERTS AND EDUCATIONAL INFORMATION TO ASTHMA SUFFERERS**

Online asthma resource offers targeted communication medium for pharmaceutical and retail marketers

PLYMOUTH MEETING, Pa. – July 8, 2008—[SDI](#), the leader in innovative healthcare analytics for the pharmaceutical and healthcare industries, announced today the launch of [Azma.com](#), which enables asthma sufferers to better manage their condition and make informed decisions about medications. This 24/7 communication vehicle that incorporates four-day asthma forecasts for all U.S. ZIP codes, disease-specific educational information, opt-in email alerts and more, provides marketers with an opportunity to cost-effectively reach the growing number of impacted consumers with educational and promotional communications and discounts. Azma.com is the newest addition to SDI's suite of consumer health alert websites that includes [Pollen.com](#), the number one U.S. consumer allergy site.

“According to the Centers for Disease Control and Prevention (CDC), more than 22 million Americans suffer from asthma, a number that has continued to increase over the past three decades,” said SDI President Andrew Kress.

Azma.com allows consumers to efficiently manage their asthmatic conditions with four-day asthma forecasts for all U.S. ZIP codes, opt-in Asthma Alert emails, and an air quality index. Additionally, the free online resource provides access to current asthma and allergy-specific news, as well as two years of archived allergy news. The Azma.com information is also disseminated via a network of affiliated health- and weather-related national websites.

Added Kress, “We have received a steady stream of requests from the users of Pollen.com to develop an asthma-specific resource that incorporates many of their favorite Pollen.com features. We listened and created Azma.com to deliver valuable medical information and discounts to consumers who struggle to control their asthma.”

About SDI

Since 1982, SDI has been delivering the most innovative healthcare data products and analytic services on the market to the pharmaceutical, biotech, healthcare, medical device, and consumer packaged goods industries. SDI is a leading provider of de-identified patient-level data, as well as real-time localized disease and treatment surveillance and modeling data. SDI takes a consultative approach to designing the best analyses for its clients, combined with expert study execution and analytical expertise to produce superior insights. Its current roster of client companies in the pharmaceutical/biotech sector includes all of the top 20 firms. For more information, visit www.survdata.com or call 610.834.0800.

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