

Contact:
Tracy Everly
SDI
267.685.4387
teverly@sdihealth.com

Shannon Bernauer
Buchanan Public Relations
610.649.9292
shannon@buchananpr.com

FOR IMMEDIATE RELEASE

**IN RECOGNITION OF WORLD ASTHMA DAY TOMORROW, AZMA.COM
OFFERS ASTHMA AND AIR QUALITY ADVICE AND TOOLS FOR
ALLERGY SUFFERERS**

Online Resource Aids in the Identification and Management of Asthma

PLYMOUTH MEETING, Pa. – May 4, 2009 – Tomorrow marks World Asthma Day 2009. The day acknowledges asthma management and efforts to improve the lives of people with asthma in every corner of the globe, including more than 22.9 million Americans.

Azma.com was recently developed by SDI as a resource guide for asthma and allergy sufferers looking to take control of and manage their asthma. The site offers consumers expert advice and tools, including:

- Four-day air quality asthma forecasts
- 30-day history for all U.S. ZIP codes
- Opt-in asthma alert e-mails
- Two-city asthma comparison tool
- Access to current and archived asthma and allergy-specific news
- Desktop add-ons that provide 1-day and 4-day asthma-level forecasts for your ZIP code

“According to a recent report by the American Lung Association, asthma prevalence appears to have stabilized, possibly indicating an improved level of disease management,” said SDI CEO Andrew Kress. “Building on our experience providing actionable disease information around

allergies and flu to patients, we created azma.com to aid in the disease management by providing a resource for asthma sufferers and their families for up-to-date, relevant information that they can turn to 24 hours a day for advice and instruction on managing their asthma.”

The azma.com site also provides asthma and allergy sufferers with tips to keep the air in their homes cleaner, including:

- Opening windows to keep your home well-ventilated when using chemicals such as paint or paint thinner.
- Keeping humidity levels between 30 and 50 percent by using a humidifier or dehumidifier.
- Using an exhaust fan in the kitchen and bathroom, and venting clothes dryers outside.
- Cleaning your home regularly, careful to remove dust and any other allergens.

For more information, visit www.azma.com.

About SDI

Since 1982, SDI has been delivering innovative healthcare data products and analytic services to the pharmaceutical, biotech, healthcare, medical device, financial services, and consumer packaged goods industries. SDI is the leading provider of de-identified patient-level data analytics and offers a broad array of solutions and insights across the continuum of care. These include custom and syndicated patient-level data studies; localized disease and treatment surveillance and projection; market research audits; healthcare profiles; comprehensive managed care offerings; clinical trial optimization; direct-to-patient pharmacy programs; marketing effectiveness; sales targeting and compensation products; data integration, warehousing, and mining; list services; and direct marketing services. Its current roster includes the top 50 pharmaceutical/biotech companies. For more information, visit www.sdihealth.com or call 610.834.0800.

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