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TARA HARDING, SDI SENIOR DIRECTOR OF SALES OPERATIONS, HONORED AS INDUSTRY “RISING STAR” BY HEALTHCARE BUSINESSWOMEN’S ASSOCIATION

PLYMOUTH MEETING, Pa. – May 5, 2011 –**Tara Harding, SDI Senior Director of Sales Operations**, will be honored as an industry Rising Star by the Healthcare Businesswomen’s Association (HBA) at its 2011 *Woman of the Year* award luncheon today in New York City.

HBA is a global not-for-profit organization dedicated to furthering the advancement of women in healthcare worldwide. HBA Rising Stars are professionals in various sectors of the healthcare industry, including pharmaceutical, biotechnology, advertising, public relations, medical education, and market research, among other fields, and represent various career stages and disciplines. The nomination demonstrates recognition by their company and their colleagues of the outstanding performance, commitment to excellence, and energy and enthusiasm with which Rising Stars approach activities daily to contribute to their companies’ success.

“Tara exemplifies the ideal of a selfless, team-oriented professional,” said Andrew Kress, SDI’s CEO. “She is an innovative problem solver who has had a consistently positive impact on all areas of SDI, from sales to finance to customer operations. She leads by tireless example and, with her guidance, her team redesigned, implemented, and monitored an entirely new system of sales metrics that significantly improved SDI’s sales results and customer service.”

Harding has been with SDI since 2002, when she began in the Finance Department. She now oversees SDI's sales operations, contract administration, and forecasting. She lives in Bucks County with her husband and four children.

About SDI

SDI is a leading healthcare market insight and analytics firm. It provides the industry's most comprehensive de-identified patient-level data to pharmaceutical, biotech, retail pharmacy, and medical device companies, enabling them to better understand the healthcare market. SDI also serves the government and the financial services, media, and consumer packaged goods industries. SDI counts the world's top 50 pharmaceutical and biotech firms as its clients.

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