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**SUSAN KITLAS, SDI REGIONAL ACCOUNT DIRECTOR, HONORED AS INDUSTRY “RISING STAR”
BY HEALTHCARE BUSINESSWOMEN’S ASSOCIATION**

PLYMOUTH MEETING, Pa. – May 8 , 2009 – **Susan Kitlas, SDI Regional Account Director and Team Leader**, was honored as an industry Rising Star by the Healthcare Businesswomen’s Association (HBA) at its 2009 *Woman of the Year* award luncheon May 7 at the New York City Hilton.

“Susan is an inspiring leader who is a role model to others, and we are pleased to recognize her for her vision, dedication, and action, “ said Debbie Alcott, Vice President of Sales at SDI. “She embodies SDI’s consultative account management approach by focusing on ways to help her clients be among the leaders in the transformation of the U.S. healthcare marketplace taking place today.”

Kitlas is the team leader for SDI’s Pfizer client management team, which supports Pfizer across many aspects of its marketing and market research initiatives. She joined SDI in 2003 as an account director on the Pfizer team and has held positions of increasing responsibility over the last several years. Before SDI, she worked in various areas of healthcare informatics and has been in the industry for over 14 years. She holds a bachelor's degree from LaSalle University and resides in Yardley, Pa., with her husband and children.

“I am very fortunate to receive an award for doing work that I truly enjoy and consider it a tremendous honor to be selected for the Rising Star Award. I feel blessed to have the opportunity to work in such a great industry where we have the ability to improve the lives of so many individuals,” said Kitlas.

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 on a daily basis to contribute to their companies' success.

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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