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ALLERGY SUFFERERS BENEFIT FROM NEW POLLEN.COM FEATURES

Top allergy site responds to user input by enhancing ease of use and resources

PLYMOUTH MEETING, Pa. – March 31, 2009 – Pollen.com, the No. 1 allergy site on the Web, today announced the addition of five features to improve its ease of use and information available to the allergy-suffering public. These features include a new user interface, a blog section, improved weather forecasts, and updated news content.

Pollen.com, which is a division of SDI, also recently released updates to its Yahoo Widgets and Google Gadgets, desktop applications that provide on-demand pollen counts without the need to open a Web browser.

The new interface for Pollen.com, which makes content easier to read and navigate, was a direct response to user feedback. “We are fortunate to have engaged users who provide valuable feedback that enables us to focus on improvements that best meet their needs,” says Glenn Connery, associate director of the application development/Web group for SDI. “We receive e-mails every day from regular site visitors telling us their likes and dislikes. About half had asked for a new interface, so we made this a priority.”

To make it even easier to interact with users, SDI has also launched a blog so users can provide comments and suggestions, as well as enable SDI to update users on new site features, new developments, and the latest news surrounding Pollen.com.

For improved weather forecasting and up-to-date news information on Pollen.com, SDI reached out to respected industry experts to strengthen site content. Weather forecasts now come directly from The National Oceanic and Atmospheric Administration (NOAA), whose

dedicated scientists use cutting-edge research and high-tech instrumentation to provide reliable weather forecasting services. The site's daily allergy-related news stories come from healthdaynews.com's award-winning journalists and editors. Many of the country's major news and media companies subscribe to HealthDay, including Gannett, Forbes.com, Cox Newspapers, and Discovery.com.

Pollen.com's Yahoo Widgets and Google Gadgets, available as free downloads from PollenWidgets.com, offer pollen indexes directly on users' desktops without the need to open a Web browser. Pollen.com developers are currently working to support more operating systems as well as enhance the feature set. "We're very excited about the Widgets and Gadgets," says Connery. "They allow us to provide up-to-date airborne condition information to help our users improve their quality of life each day."

SDI, the company behind Pollen.com, PollenLibrary.com, and Allergy Alert, developed Pollen.com's proprietary forecasts and also manufactures Rotorod®, the leading tool for pollen count measurement. For more than 10 years, SDI has helped to set the standards by which scientists, researchers, and doctors operate their samplers, and by which they analyze their pollen samples to obtain accurate and consistent counts.

About Pollen.com

www.Pollen.com, a division of SDI, has been supplying important information to millions of people with allergic conditions for more than 10 years. With reliable, up-to-the-minute allergy forecasts that show upcoming local airborne allergen conditions, along with the weather forecast, Pollen.com prepares allergy sufferers for the day by offering all the facts—at a glance. Among its free services, Pollen.com offers charts of current and predicted pollen levels, pollen histories, e-mail alerts, and educational materials on how to manage seasonal allergies.

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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