



TRIALSTAT BOLSTERS CROFIRST PROGRAM TO ENHANCE THE COMPETITIVE EDGE OF ITS CONTRACT RESEARCH ORGANIZATION (CRO) CUSTOMERS

TrialStat Issues White Paper on Best Practices for CROs and EDC Vendors

TrialStat to be at Booth 431 at the 17th Annual Partnerships with CROs Conference

APRIL 10, 2008, OTTAWA, ON – Based on feedback from its CRO customers, TrialStat Corporation, the industry's first clinical data solutions on demand company, today made enhancements to its **CROFirst Program** to further enable its channel partners to grow sales and promote greater collaboration on business development and marketing initiatives with the software company. TrialStat's value-based partnership model rewards the company's CRO customers in North America and Europe for participating in business development, proposal development and marketing of ClinicalAnalytics 4.0™ (CA 4.0), the company's on demand electronic data capture solution, to industry segments.

According to Goldman Sachs, a New York City investment bank, the CRO market is expected to grow to (US) \$22.9 billion by the 2009, as pharmaceutical and biotechnology companies continue to increase their R&D outsourcing expenditures, expected to be just under 25% for this calendar year. Currently, CROs use TrialStat's CA 4.0 on three continents and in more than 25 countries. Therapeutically- and phase-agnostic, CA 4.0 is enabling CROs to deploy their studies twice as fast as the industry average to accelerate the ability of their sponsors to reduce time to market and more effectively manage their clinical trials.

In April of 2007, TrialStat launched CROFirst to allow partner CROs to quickly deploy CA 4.0, while also supporting activities for new business opportunities and revenue generation. As part of the program, CROFirst partners have access to co-marketing and lead generation. In addition, professional service support allows for a fast and smooth deployment of CA 4.0 for CRO partners' projects, as well as reduce their overall IT validation burden. With today's enhancements, CROs are awarded credit rebates based on a partnership model that establishes more efficient business development and marketing interaction between TrialStat and its channel partners that use and sell CA 4.0. This allows the company's CRO partners to deliver a more cost-effective EDC solution to their customers, while benefiting from additional marketing and business development channels jointly developed with TrialStat.

"We place a lot of value in the relationships we have with our CRO partners," said **Jonathan Barker, President and CEO, TrialStat**. "Growing these relationships is at the core of our business strategy. Our commitment to CROs through CROFirst reaches across our organization, helps to define the direction of CA 4.0 and generates growth opportunities for our customers and TrialStat."

As part of its CROFirst program, TrialStat will also release a white paper, entitled *Best Practices for CROs and EDC Vendors*. The white paper examines the best approaches CROs can take to utilize EDC as a differential and strategic business asset. The white paper will be available at this year's 17th Annual Partnerships with CROs conference, which will take place from April 14-16 in Las Vegas, Nevada at the Mandalay Bay. TrialStat's booth number is **431**, where copies of the white paper will be available.

ABOUT TRIALSTAT

TrialStat Corporation provides innovative clinical data solutions on demand that optimize the collection and management of research to enable customers to accelerate the commercialization of new life science products. CA 4.0 is a robust and scalable Web-based EDC on demand platform used by leading biopharma organizations. SRS 4.0® automates systematic reviews using real-time collaboration and management tools, while ESRNexus™ (www.esrnexus.com) is the most comprehensive and free Web-based search engine for evidence-based reference literature. More information about TrialStat is available at www.trialstat.com.

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