



CRF Inc. Announces Re-brand to CRF Health

Global ePRO Solutions Company Refreshes Image Amid Period of Record Growth

Lansdale, PA – March 23 2009: CRF Inc. (CRF), the electronic Patient Reported Outcomes (ePRO) solutions company, today announced its re-brand to CRF Health, including a new look website and new marketing collateral.

With a new CEO and additions to the executive team, including Jeff Payne, CFO and Mary Briggs, VP of Global Sales and Marketing, CRF Health has an impressive growth strategy for 2009. This period of reinvigoration has already been evidenced by a record growth for the leading ePRO solutions company, with 43 percent growth in new client contracts. CRF Health is also strengthening its hold over the Asian and Asia Pacific regions with expansion into India and Japan.

Rachael King, CEO, CRF Health, said, “2008 was such a successful year, with high profile new client wins whilst maintaining high volumes of repeat business. 2008 also saw our continuing emergence into the Asian markets. We are committed to really driving forward the ePRO market and felt it was timely to refresh our image, to make sure that we are truly reflecting our position as the leading ePRO solutions company.”

As a leading ePRO innovator, CRF Health successfully launched two industry-firsts during 2008: the TrialSlate™, the Tablet PC option specifically designed to support site-based assessments and the introduction of Windows Mobile support, providing a more versatile platform for its TrialMax® suite of products.



About CRF Health

CRF Inc. d/b/a CRF Health is the global leader in ePRO (electronic Patient Reported Outcomes) solutions for the life sciences industry. Through innovative technology, a thorough understanding of drug development and mobile computing, CRF Health is driving the change to higher quality outcomes and more efficient paper-free clinical trials.

CRF Health's ePRO technology has been used in more than 60 countries, on six continents and 68 regional languages, including ten regional Indian dialects. CRF Health consistently demonstrates the industry's highest patient compliance rates while delivering unrivalled data accuracy and unmatched patient and site acceptance.

Since its founding in 2000, CRF Health continues to provide true global ePRO delivery and service. Headquartered in the US, CRF Health operates its R&D center of excellence in Helsinki, Finland and has offices around the world.

For more information, please visit www.crfhealth.com

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