



FOR IMMEDIATE RELEASE

Andrew Babington named Vice President for EU Business Development at CRF Health

Lansdale, PA—January 8, 2010: CRF Health, a leading provider of electronic Patient Reported Outcomes (ePRO) and wireless data collection solutions for the life sciences industry, has named Andrew Babington to the position of Vice President for EU business development.

Babington has 15 years of experience in the pharmaceutical and research industries, working in strategic sales planning and business development for Kendle International, Quintiles, Reliance Clinical Research Services, AB BIODISK and Sandoz, Novartis among others. Most recently, Babington was Vice President for global business development for Encorium Oy/Ltd.

"I am very excited about working with CRF Health," said Babington. "The company is not only a proven and successful leader in ePRO, but they are also experiencing stellar growth. I look forward to assisting CRF Health in delivering quality clinical data to our customers."

According to Rachael King, CEO of CRF Health, "Andy has extensive experience with the partnership model that is integral to our company's philosophy and our relationships with clients. As a past professional sportsman, Andy brings his competitive energy and positive "team spirit" to CRF Health. We know that he will be a terrific colleague for us and a great partner for our clients."

About CRF Health

CRF Health is a 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.

Media Contact

Heather Bilinski
Marketing Coordinator

CRF Health
1690 Sumneytown Pike
Suite 140
Lansdale, PA 19446

Phone: +1 267.498.2349
Fax: +1 215.565.0001
heather.bilinski@crfhealth.com