



## ProtonMedia and PPD to Introduce New Virtual Clinical Trial Training Solution

### PPD will showcase ProtonMedia's ProtoSphere at the 20th Annual Partnerships in Clinical Trials Conference on March 30-April 1

LANSDALE, Pa., and WILMINGTON, N.C. - March 30, 2011 - [ProtonMedia](#) and [PPD, Inc.](#) (Nasdaq: PPD) today announced they have entered into an agreement to jointly develop a new virtual clinical trial training solution that will improve the cost effectiveness, speed and quality of clinical trial training for [life sciences](#) organizations.

The solution will integrate ProtonMedia's [ProtoSphere](#) virtual collaboration environment with PPD® Adaptive Solutions, PPD's innovative suite of data and information technology solutions. The combination will be a virtual collaborative environment built around PPD's customizable, flexible and integrated technology solutions to advance clinical research programs. PPD will showcase ProtoSphere to its client base at the 20th Annual [Partnerships in Clinical Trials](#) conference being held March 30 to April 1 in Phoenix, Ariz.

"A crucial step to enhancing the quality of site management and clinical monitoring is to improve the way we train clinical research associates to monitor clinical trials," said Mike Wilkinson, Ph.D., executive vice president and chief information officer for PPD. "ProtonMedia is the ideal virtual collaboration technology provider because of ProtoSphere's strong ability to integrate rapidly with our solutions, and ProtonMedia's commitment to Microsoft Corp. technologies, which are pervasive across life sciences companies today."

ProtoSphere is the only virtual collaboration environment built with Microsoft technology and is one of the leading virtual collaboration environments in the area of life sciences.

"Nearly every life sciences organization is re-evaluating their clinical trial training processes, looking for better ways to reduce costs and meet increasingly stringent regulatory requirements," says [Ron Burns](#), CEO of ProtonMedia. "Working with PPD, we will be able to help address some of these tremendous pain points facing the life sciences industry."

"This partnership between ProtonMedia and PPD is an example of two organizations coming together in a way that has great synergy for Microsoft's Life Sciences customers," says [Les Jordan](#), chief technology strategist, Microsoft Life Sciences. "The integration of ProtoSphere and PPD Adaptive Solutions will help to deliver a positive impact to life sciences organizations seeking to create a more [collaborative and cost-effective R&D framework](#)."

Conference participants can visit PPD at Booth No. 601 for a demonstration of ProtonMedia's [ProtoSphere](#) clinical trial training solution.

#### ABOUT PROTONMEDIA

ProtonMedia is the developer of ProtoSphere, the market-leading virtual collaboration environment for the high-performance workplace, and the #1 virtual environment for collaborative PLM in life sciences. ProtoSphere's virtual environment provides an arsenal of business-focused collaboration and communication tools that help companies accelerate decision-making and raise productivity, improving workplace performance overall. The company is a Gartner "Cool Vendor in the High-Performance Workplace" for 2010. Its customers include some of the world's most respected brands. A trial version of ProtoSphere can be downloaded at <http://protonmedia.com/trial-download/>. For more information, visit [www.ProtonMedia.com](http://www.ProtonMedia.com).

#### ABOUT PPD

PPD is a leading global contract research organization providing drug discovery, development and lifecycle management services. Our clients and partners include pharmaceutical, biotechnology, medical device, academic and government organizations. With offices in 44 countries and more than 11,000 professionals worldwide, PPD applies innovative technologies, therapeutic expertise and a commitment to quality to help clients and partners accelerate the delivery of safe and effective therapeutics and maximize the returns on their R&D investments. For more information, visit [www.ppd.com](http://www.ppd.com).

*Except for historical information, all of the statements, expectations and assumptions contained in this news release, including expectations and assumptions about the value of PPD's partnership with ProtonMedia, are forward-looking statements that involve a number of risks and uncertainties. Although PPD attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors which could cause results to differ materially include the following: rapid technological advances that make our products and services less competitive; risks associated with and dependence on collaborative relationships; competition within*

*the outsourcing industry; the ability to attract and retain key personnel; success in sales growth; loss of large contracts; increased cancellation rates; economic conditions and outsourcing trends in the pharmaceutical, biotechnology, medical device, academic and government industry segments; risks associated with acquisitions and investments, such as impairments; and the other risk factors set forth from time to time in the SEC filings for PPD, copies of which are available free of charge upon request from the PPD investor relations department.*

## PRESS RESOURCES

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