



FOR IMMEDIATE RELEASE

PPD Renews Commitment to PPD Beach2Battleship Triathlon

Event spotlights vital role of clinical research participation in improving health, saving lives

WILMINGTON, N.C. (October 24, 2014) – Pharmaceutical Product Development, LLC ([PPD](#)) today announced it has renewed its commitment as title sponsor of the annual [PPD Beach2Battleship Triathlon](#). PPD has supported the annual iron-distance triathlon – scheduled for Saturday, Oct. 25 – as the title sponsor since 2010.

PPD announced the sponsorship renewal during the annual PPD Hero Awards held today at company headquarters in Wilmington. The event celebrates [clinical trial heroes](#), everyday people who overcame illness with medical treatments developed by [clinical research](#), and who compete in the triathlon to help raise awareness about the importance of increasing [participation in clinical trials](#).

“We are pleased to renew our commitment to the PPD Beach2Battleship event and the community we call home for our worldwide headquarters,” said David Simmons, chairman and CEO of PPD. “PPD began sponsoring the triathlon to support its employees’ commitment to healthy lifestyles and to help educate the public about the vital role clinical research plays in improving health and saving lives. Along the way, the triathlon weekend has grown into a premier celebration of the Cape Fear region. We look forward to remaining part of the PPD Beach2Battleship Triathlon and continuing to invest in this community.”

More than 2,000 athletes participate in the race, rated among the top five iron distance triathlons in the world by readers of *Triathlete* magazine, including approximately 120 PPD employees this year from Wilmington and other PPD office locations. The event generates an estimated \$4 million in local economic impact. Funds raised benefit the Wilmington Family YMCA.

“The PPD Beach2Battleship is the largest single fundraising event each year for our organization,” said Dick Jones, president and CEO of the Wilmington Family YMCA. “Proceeds from this event help the Y provide programs and wellness services to hundreds of families in need throughout the Wilmington area. PPD’s continued partnership with the Y through this event will help us deliver on our mission of providing programs that build a healthy spirit, mind and body for all.”

Help Get Sponsors, a full-service sponsorship sales and management company based in Raleigh, N.C., represented the Wilmington Family YMCA on the sponsorship.

Produced by Set Up Events, which is among the largest triathlon production companies in the United States, the 140.6-mile race starts in Wrightsville Beach, winds through New Hanover, Pender, Sampson and Bladen counties and ends in downtown Wilmington. The full iron distance triathlon includes a 2.4-mile swim, a 112-mile bike ride and a 26.2-mile run. The event also offers a half triathlon course. This year, the New Hanover Regional Medical Center (NHRMC) 5K was added as a companion race, expanding opportunity for participation in a world-class event weekend.

About PPD

PPD is a leading global [contract research organization](#) providing [drug discovery](#), development, lifecycle management and [laboratory services](#). Our clients and partners include [pharmaceutical](#), [biotechnology](#), [medical device](#), academic and [government](#) organizations. With offices in 46 countries

and approximately 13,000 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.

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