



## FOR IMMEDIATE RELEASE

### PPD Earns Awards for Digital Communications Promoting Clinical Research

*Recognizing commitment to the development of life-changing medicines*

**WILMINGTON, N.C.**, (September 15, 2015) – Pharmaceutical Product Development, LLC ([PPD](#)) today announced the company earned recognition for excellence in multimedia and digital communications that promote the people and technology vital to advancing the development of life-changing medicines. PPD earned five honors in the annual [Telly Awards](#) and three in the [Digital Health Awards](#).

PPD earned honors in both awards programs for its treatment of [Preclarus®](#), the company's award-winning clinical data portfolio solution that delivers [real-time data and analysis](#) to power improved clinical trial quality and efficiency. Preclarus gives PPD and client teams transparent, real-time access to all clinical trial operations and patient data to enable faster strategic and tactical decisions about clinical studies.

PPD also received recognition for its video, "How Wendy Chioji Beats Cancer," featuring a PPD Hero in the [PPD Beach2Battleship Triathlon](#). PPD Heroes are everyday people who have overcome illness with medical treatments developed in clinical research and who raise awareness about the importance of increasing [participation in clinical trials](#).

"We believe in the power of digital and multimedia communications to effectively spotlight technological advances driving success in clinical trials and to amplify the voice of patients who depend on research to improve health outcomes," said Elizabeth Kuronen, vice president of strategic communications and marketing for PPD. "These awards underscore PPD's commitment to serving our biopharmaceutical clients and elevating the message that clinical trials can help save lives."

The 36<sup>th</sup> Annual Telly Awards received nearly 12,000 entries from numerous countries and all 50 U.S. states. PPD received honors in the following Telly Awards categories, with silver awards representing the highest honor:

- Commercial: Health and Wellness – [How Wendy Chioji Beats Cancer](#) (silver)
- Non-broadcast: Health and Wellness – How Wendy Chioji Beats Cancer (silver)
- Non-broadcast: Pharmaceuticals – How Wendy Chioji Beats Cancer (silver)
- Commercial: Pharmaceuticals – How Wendy Chioji Beats Cancer (bronze)
- Non-broadcast: Pharmaceuticals – [Preclarus®](#) (bronze)

PPD earned the following honors in the Digital Health Awards:

- Digital Health Media – Publications – Video – How Wendy Chioji Beats Cancer (gold)
- Web-based Digital Health – Responsive Website Design – Preclarus® (bronze)
- Digital Health – Social Media – Facebook – [PPD Corporate Facebook](#) (merit)

Founded in 1979, the Telly Awards program honors outstanding local, regional and cable TV commercials and programs, the finest video and film productions, as well as Web commercials, videos and films. The Digital Health Awards honor the world's best digital health resources across a number of categories. Nearly 1,000 submissions were judged for the 17<sup>th</sup> Digital Health Awards.

### **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 more than 14,000 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).

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*Except for historical information, all of the statements, expectations and assumptions, including statements, expectations and assumptions about PPD's communications campaigns and awards contained in this news release 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 and could cause actual results to differ materially from the forward-looking statements. Other important factors that could cause future results to differ materially include the following: risks associated with and dependence on strategic relationships; risks associated with acquisitions and investments; the ability to attract, integrate, retain and train key personnel; competition in the outsourcing industry; PPD's ability to win new business; overall global economic conditions; economic conditions, research and development spending, and outsourcing trends in the pharmaceutical, biotechnology and government-sponsored research sectors; loss, delay or modification of large contracts; higher-than-expected cancellation rates; the rate of conversion of backlog into revenue; consolidation in the pharmaceutical and biotechnology industries; rapid technological advances that make our services or capabilities less competitive; the ability to control SG&A spending; compliance with drug development regulations; changes in the regulation of the drug development process; and actual operating performance. PPD assumes no obligation and expressly disclaims any duty to update these forward-looking statements in the future, except as required by*

*applicable law. These forward-looking statements should not be relied upon as representing PPD's estimates or views as of any date subsequent to the date hereof.*

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