



**FOR IMMEDIATE RELEASE**

## **PPD Earns Recognition for Multimedia and Digital Communications**

*Video, website support development of life-changing medicines*

**WILMINGTON, N.C.**, (July 25, 2016) – Pharmaceutical Product Development, LLC ([PPD](#)) today announced the company has earned recognition for excellence in multimedia and digital communications for productions promoting the role of clinical research in developing life-changing medicines. PPD received a [Telly Award](#) and two [Digital Health Awards](#).

PPD achieved recognition in both awards programs for a [video of Trimentum™](#), an alternative model for conducting clinical trials known as sequential parallel comparison design (SPCD) that significantly reduces the impact of the placebo effect in clinical trials. PPD received merit recognition for its [Careers website](#), which features connections between industry-leading talent and the company's mission of helping biopharmaceutical clients deliver life-changing therapies.

"PPD is proud to earn these kinds of honors, as they validate our commitment to high quality standards and demonstrate that our dedication to innovation is fueled by passion," said Elizabeth Kuronen, vice president of strategic communications and marketing for PPD. "We continue to be creative when communicating and promoting our offerings to our customers. We realize the importance of differentiating ourselves from our competitors and effectively branding the services that help our customers develop new medicines."

Trimentum is a patented clinical trial methodology that significantly increases assay sensitivity and reduces the adverse impact of high placebo response and heterogeneity on therapeutic efficacy signal detection. The Trimentum video earned PPD a bronze during this year's annual Telly Awards and a bronze Digital Health Award.

The 37<sup>th</sup> Annual [Telly Awards](#) honor the best film and video productions to strengthen the visual arts community. The [Digital Health Awards](#) honor the world's best digital health resources across a number of categories.

### **About PPD**

PPD is a leading global [contract research organization](#) providing comprehensive, integrated [drug development](#), [laboratory](#) and lifecycle management services. Our clients and partners include [pharmaceutical](#), [biotechnology](#), [medical device](#), academic and [government](#) organizations. With offices in 46 countries and more than 16,000 professionals worldwide, PPD applies innovative technologies, therapeutic expertise and a firm commitment to quality to help clients and partners bend the cost and time curve of drug development to deliver life-changing therapies that improve health. For more information, visit [www.ppd.com](http://www.ppd.com).

## PPD Contacts

Media:

Elizabeth Humphrey

+1 910 558 6096

[elizabeth.humphrey@ppdi.com](mailto:elizabeth.humphrey@ppdi.com)

Investors:

Nate Speicher

+1 910 558 6783

[nate.speicher@ppdi.com](mailto:nate.speicher@ppdi.com)

*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: the ability to attract, integrate, retain and train key personnel; risks associated with and dependence on strategic relationships; risks associated with acquisitions and investments; 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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