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FOR IMMEDIATE RELEASE

Synergistix Sponsors and Attends the 24th Annual PDMA Alliance Sharing Conference

Sunrise, FL, September 18, 2014 – Synergistix, a leading provider of customer relationship management (CRM) solutions for Life Sciences, announced today that it sponsored and attended the 24th Annual PDMA Alliance Sharing Conference in Leesburg, Virginia. The conference’s four day program focused on exploring and addressing the complex compliance challenges pharmaceutical and medical device industry members face as government regulations continue to evolve and change.

Synergistix, a Signature Sponsor of the conference, attended numerous workshops and sessions on technology, CRM solutions, PDMA compliance and the importance of having a strong sample accountability program in place. The Company also showcased its full line of CRM solutions, including the flagship CRM product, Customer Analysis and Targeting Systems (CATS) and CATS-SA, its sample accountability services and support offering.

“We are always looking for opportunities to further understand and find solutions for the complex compliance challenges our customers,” says Don Schenker, President and CEO of Synergistix. “We share the PDMA Alliance’s mission to ensure a safe drug supply for the nation and are proud to showcase our solution-driven products during the conference.”

The Company also recently announced a strategic partnership with MedPro Systems®, a healthcare licensing solution for pharmaceutical and device industries. The partnership allows users to access and validate practitioners’ state licenses in real-time, directly from within the Synergistix CRM application. As a result, users may easily and efficiently check a practitioner’s eligibility status for sampling.

About Synergistix: Since 1997, Synergistix has enabled Life Sciences companies to build strong customer relationships and highly effective sales teams with its end-to-end customer relationship management solutions. The CATS Software Suite expertly combines field-based data capture, management reporting and sample accountability services to deliver a state-of-the-art, PDMA-compliant solution for automating, managing, and monitoring field force activity. For more information, visit www.syncrm.com.

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