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FOR IMMEDIATE RELEASE:

Synergistix Revitalizes Company Brand Strategy
New Corporate Logo, Website Reinforce Leadership in Life Sciences CRM

Sunrise, FL – October 8, 2013 – Synergistix today announced its new brand strategy designed to reflect its position as a leader in customer relationship management (CRM) solutions for life sciences companies. The culmination of an intensive strategy, creative and design process, the updated brand will appear across all customer experience platforms, including the new company website at www.syncrm.com.

The new tagline, “Your CRM Partner for Life,” captures the company’s longstanding commitment to the life sciences industry. Through flexible software, end-to-end services and fully on-shore support, Synergistix enables life sciences companies to maximize the value of CRM while minimizing total cost of ownership.

“Synergistix and the life sciences industry have both evolved considerably since we were founded more than 15 years ago,” said Don Schenker, President and CEO of Synergistix. “Our brand launch symbolizes this shared evolution, and coincides perfectly with our recent and significant growth in the number of sales wins and new customer rollouts. Today, Synergistix drives the commercial success of life sciences companies with our CRM solutions and Sample Accountability system, and our new brand reflects and promotes our strengths and the depth and breadth of what we have to offer.”

Synergistix collaborated with Doylestown, Pa.-based Sagefrog Marketing Group, LLC to develop the new brand strategy and corporate website. The new corporate brand strategy includes a fresh logo, mission, and vision to better represent the company’s focus and competitive strengths.

For more information about the company, its products and the brand campaign, visit www.syncrm.com.

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. Its Customer Analysis and Targeting System (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 sales force activity. For more information, visit www.syncrm.com.

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