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**FOR IMMEDIATE RELEASE**

### **Synergistix Unveils CATS Express Mobile CRM Solution at 10th Annual Users Conference**

**Sunrise, FL, March 10, 2014** – Synergistix, a leading provider of customer relationship management (CRM) solutions for Life Sciences, held its 10<sup>th</sup> Annual Users Conference in Deerfield Beach, Florida with a record number of attendees last week. Highlights of the conference included numerous educational sessions on industry trends and regulatory issues, as well as a review of the many system innovations added over the past year.

In addition to previewing the 2014 product road map, Synergistix also launched the newest member of its Customer Analysis and Targeting System (CATS) Software Suite: CATS Express, a smart phone version of the company's leading-edge CRM solution. CATS Express was previewed for conference attendees and received resounding praise.

With an easy-to-use interface, CATS Express allows field-based users to capture and record interactions with Health Care Professionals and Institutions quickly and accurately when laptops or tablets are unavailable. CATS Express enables sales, clinical, and other Life Science teams to utilize any smart phone, including Apple and Android phones, to view practitioner profiles, quickly record calls or visits, and capture PDMA/Part 11- compliant electronic signatures for sample transactions. It offers rapid, convenient, and secure access to data and can eliminate the need for paper forms. CATS Express is fully compatible with the architecture of all CATS products, including CATS Mobile (the iPad/Windows 8 tablet version of the software) and CATS 3 (the PC-based version).

“Our clients’ workforces are becoming increasingly mobile. Life Sciences professionals often work offsite and in the field, so it’s important that their CRM keeps up with their needs. The CATS Express solution puts customer relationships in the palm of the rep’s hand,” says Don Schenker, President and CEO of Synergistix. “We are excited to unveil this solution to our valued customers and partners at this year’s conference. Synergistix has a continued commitment to providing the best tools to our customers, and their success is our greatest reward.”

**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](http://www.syncrm.com).

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