

## **Press Release**

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### **SK&A and Mindset Marketing Form Alliance**

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#### **SK&A and MindSet Marketing Solutions Announce Sales and Marketing Alliance**

#### **Companies team up to provide pharmaceutical and biotech industry with direct-to-patient and direct-to-physician targeting solutions**

IRVINE, CA - - SK&A Information Services, the leading provider of healthcare practitioner information, and MindSet Marketing Solutions (MindSet), an innovator in the field of consumer health data mining and analytics, today announced an agreement to mutually support each company's sales and marketing objectives.

"SK&A and MindSet have very similar strategic objectives—to assist the pharmaceutical and biotechnology industry to better utilize and receive a higher return for sales and marketing resources through the use of industry-leading data, research and analysis," said Dave Escalante, President and COO of SK&A.

Based in Scottsdale, Ariz., MindSet was founded in 2006 by pharmaceutical veterans Michael Weintraub and Shel Silverberg. Mindset provides direct-to-patient targeting, segmentation and media planning solutions related to disease incidence and treatment for drug manufacturers, advertising agencies, media buyers and data resellers. MindSet's automated predictive analytics solutions drive pharmaceutical brand adoption, utilization and loyalty.

MindSet's first product offering, MindScores, is a unique scoring system similar to a FICO credit score that creates highly accurate and HIPAA-compliant neighborhood disease and treatment ratings for 37 million 9-digit ZIP codes.

SK&A Information Services is a leading provider of healthcare information solutions and databases. SK&A researches and maintains contact and profiling information for over 2 million healthcare practitioners, including 830,000 prescribers. SK&A's customers include many of America's most recognized healthcare and pharmaceutical institutions. Based in Irvine, Calif., the company was founded 25 years ago by Stuart Krasney.

SK&A's phone-verified databases of physicians, pharmacists, hospital managers and others decision-makers are used widely for pharmaceutical sales, marketing and compliance initiatives. SK&A's 2007 product introductions include PrescriberPlus™, a solution for targeting physicians based on their prescribing habits, and NPI Verified™, a service for acquiring validated NPI numbers.

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