



FOR IMMEDIATE RELEASE

Multi-Year Master Services Agreement Signed With Major Medical Device Manufacturer

Portsmouth, New Hampshire - July 23, 2012

Simplified Clinical recently signed a five-year Master Agreement with one of the world's largest medical device manufacturers. This agreement provides full use of its Clinical Discovery Platform and associated study design, hosting, and support services for studies, worldwide.

"This agreement is the culmination of several years of work with this world class medical device manufacturer. It acknowledges the tremendous value proposition that CDP offers, and the sustained efforts of both organizations," said John Schwope, CEO & Founder of Simplified Clinical. "We couldn't be happier to extend and expand our contribution to the success of such a dedicated team of clinical trial professionals."

The client has been a global medical technology leader for over thirty years known for scientific advancements that deliver unmet patient needs and contributing to reducing the overall cost of healthcare. Their expertise ranges from interventional cardiology products, endoscopy products, peripheral interventions, neuromodulation products and frequency (RF) generators and implantable devices.

"Our relationship with Simplified Clinical goes back more than ten years," said the Director of Clinical Programs, PhD. "In that time they have proven themselves as a trusted partner, a leader in the EDC/CTMS technology area, and a tremendous value when compared to their competitors. We are very excited about their new Clinical Discovery Platform, and look forward to working with them over the next five years, and beyond."

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About Simplified Clinical:

Simplified Clinical is a privately held company founded on the principles of excellence, quality, and innovation. For over a decade, Simplified Clinical has been providing world-class clinical trial software as a service (SaaS). Our belief is that web-based CTMS software should be simple and affordable. Our Clinical Discovery Platform (CDP) provides an intuitive, compliant solution allowing investigators, clinicians, and data managers to perform their roles accurately and efficiently. Our products and services have been and will continue to be a reflection of the needs of our clients and their investigational partners. For more information, visit: www.simplifiedclinical.com

Safe Harbor and Forward-Looking Statements

The matters discussed in this news release may include forward-looking statements, which could involve risks, uncertainties, and assumptions. When used in the context of company press releases, the words "projects", "expects", "anticipates", "will", "believes" and similar language are intended to express forward-looking statements. Actual results could differ materially from those expressed in, or implied by, such forward-looking statements made by any party representing the Company. Simplified Clinical assumes no obligation and does not intend to update these forward-looking statements, except as required by federal securities laws.

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