



FOR IMMEDIATE RELEASE

Master Services Agreement Signed for Global Clinical Trials

Portsmouth, New Hampshire - January 10, 2012

Simplified Clinical is thrilled to announce that a master services and enterprise-wide software licensing agreement has been recently signed with one of the world leaders in diagnostics and connected health management. This agreement provides unlimited use of Simplified's Clinical Discovery Platform for clinical trials, worldwide.

"We are extremely gratified by this endorsement of such a major player in the home health and diagnostics field. This outcome is the result of a thorough understanding of the client's needs, the appropriate application of our technologies, detailed regulatory scrutiny, and successful pilot-testing results," said John Schwope, CEO & Founder of Simplified Clinical. "We look forward to delivering on our commitments, and providing our client with a clear path towards increased operational efficiencies and high-quality, actionable clinical trial data."

The client is a global, publicly traded medical device manufacturer focused on developing new capabilities in near-patient diagnosis, monitoring, and health management. They have achieved significant growth through acquisition and needed a way to standardize the collection and management of clinical trial data enterprise-wide.

"After working with the team from Simplified during our initial [9 month] pilot-testing period, it was clear that these guys knew what they were doing, were committed to our success, and offered tremendous value," said the Director of Data Management and Biostatistics. "We are in the process of building an internal clinical data management and field monitoring service bureau for the entire organization. The Clinical Discovery Platform not only provides the required flexibility we needed to serve all of our business units, the technically-current underpinnings will allow us to take advantage of all of the latest advances in mobile and cloud computing, as well as direct data collection from our diagnostic devices."

The client commented that they have great expectations for their implementation, and look forward to working with Simplified Clinical for many years to come. The deployment is scheduled to kick off in the coming weeks.

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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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