



FOR IMMEDIATE RELEASE

Simplified Clinical Renews Multi-Year Agreement with Diagnostics and Connected Health Management Leader

Portsmouth, New Hampshire - January 29, 2013

Simplified Clinical is pleased to announce a multi-year, contract extension with an industry leader in diagnostics and connected health management. The master services and enterprise-wide licensing agreement covers the use of the company's Clinical Discovery Platform, and all associated services for clinical trials, worldwide.

"We couldn't be happier that one of our premiere clients has reiterated their long-term support and enthusiasm for our next generation Clinical Discovery Platform," said John Schwope, CEO & Founder of Simplified Clinical. Under the original contract the client had fully implemented their Clinical Discovery Platform establishing enterprise-wide standards for EDC and CTMS utilization, integrated CDP with two of their medical devices which currently support more than 10 active studies across multiple business units globally. "With such a strong foundation and early positive results, the probability for delivering future value [in multiples] has increased significantly."

"There was no doubt in my mind that we would be extending our agreement with Simplified Clinical," said the Director of Data Management and Biostatistics for the firm. "The service levels are unparalleled. We have developed a true partnership. They not only respond quickly to our needs, they anticipate them. This is invaluable to me as a manager, and inspires confidence from our entire team."

Simplified Clinical's client is committed to empowering patients to take charge of their healthcare under medical supervision, to improve clinical outcomes and lower overall costs. They provide point-of-care diagnostics and monitoring devices for cardiology, infectious disease, women's health, oncology, and toxicology. Their value-added healthcare model is successfully improving care and lowering healthcare costs for providers and patients.

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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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Photo Caption:

Eddy Tabit, Promoted to VP of Operations
Simplified Clinical