

marketRx sets up European Headquarters in Reading, UK

April 5th, 2006, Reading, UK: marketRx Inc., a leading provider of sales and marketing effectiveness solutions to the pharmaceutical industry announced the opening of their new European office in Reading today.

The new office opening comes hard on the heels of our growing clientele and expansion plans in Europe and other markets. marketRx is noted for its product enabled sales and marketing effectiveness solutions for pharmaceutical and biotechnology companies.

"We have been working with customers in Europe since we started our operations in 2000. Establishing this office marks a significant step in our evolution and will enable us to provide more direct support to our European customers", said Jassi Chadha, marketRx President and CEO.

Alan Kalton, will head the European operations as Vice President & General Manager. He brings with him extensive experience in the pharmaceutical and healthcare sectors. Alan and his team will be instrumental in providing support to the existing customer base as well as extending the company's reach with Europe based pharmaceutical and bio-technology companies.

"marketRx has already established a reputation for quality and effective solutions with a number of major pharmaceutical companies in Europe. Our investment in the UK office is a clear commitment to the ongoing support for these customers," said Alan. "We are also looking forward to introducing our web-based analytic software tools and integrated consulting services to new European customers and helping them improve their fact and data based decision making processes," he adds further.

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