

## **iAdvantage Selects Dendrite as Service Provider for its' eStudy™ Hosted Solution**

**CARY, NC (May 3, 2006)** – iAdvantage Software, Inc., a leading provider of software solutions for managing development and pre-clinical life science studies, today announced that it has selected Dendrite International, Inc. (NASDAQ: DRTE), a leading provider of pharmaceutical industry solutions, as service provider for its' eStudy™ hosted solution.

eStudy hosted-solution clients will benefit from having Dendrite's globally-recognized network operation center manage their data storage, security, and redundancy within a validated, 21 CFR Part 11 compliant environment.

"Dendrite has a proven track record supporting multi-national pharmaceutical companies and provides the level of performance and security our clients require. This is a value-added service that would be cost-prohibitive for small to mid-sized Contract Research Organizations and Pharmas to implement in-house," said Larry Laws, VP of Sales and Marketing at iAdvantage.

Cort Grey, Director of Sales & Marketing for Dendrite Clinical Solutions, commented, "The selection of Dendrite International, Inc. as iAdvantage's service provider is directly in line with our expanding footprint of services to the Life Sciences Research and Development industry. We believe the eStudy product -- a truly web-based, feature-rich, study management solution -- is the kind of elegant and robust application that can revolutionize the management, data collection, analysis and reporting of early stage research. The marriage of iAdvantage's powerful eStudy product and Dendrite's proven support and infrastructure services offers customers the highly desirable and unique combination of high-tech along with high-touch".

### **About iAdvantage Software**

iAdvantage is dedicated to empowering scientists and management in the pharmaceutical and biotechnology arenas with efficient, web-based electronic study management and reporting tools that automate cumbersome tasks and optimize time to results thereby improving productivity, real-time business intelligence and time to market.

iAdvantage products include eStudy™, a truly web-based solution for study design, eNotebook design, collection of data from multiple sources, multiple users and multiple locations, integration of data in real-time to a secure storage device, maintaining data integrity (complying with 21 CFR Part 11) with the flexibility of on-demand access, data analysis and reporting that is user-defined and user-controlled. iAdvantage places control in the hands of the scientist and not at the mercy of rigid study management systems.

iAdvantage is headquartered in Cary, North Carolina, near the life science and biotech hub of Research Triangle Park. More than 140 life science companies in North America and Europe use iAdvantage products in their research and development. Please visit [www.iadvantagesoftware.com](http://www.iadvantagesoftware.com) for more information.

### **About Dendrite**

Founded in 1986, Dendrite International (NASDAQ:DRTE) enables sales, marketing, clinical and compliance solutions for the global pharmaceutical industry. The company has clients in more than 50 countries and includes the world's top 20 pharmaceutical companies. For more information please visit [www.dendrite.com](http://www.dendrite.com).

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