



New strategic offer for the Pharmagest Inter@ctive CIP group.

Villers-les-Nancy, 21 April 2008

Pharmagest Inter@ctive, the leading French pharmacy IT company, today announces the successful development of a new service to support pharmacy teams to dispense associated advice and boost sales:

OffiMédia®

OffiMédia is a logical expansion of LGPI / CIP Global Service allowing pharmacies to enliven their point of sale, inform their customers and encourage requests for advice and impulse purchases by broadcasting repeated messages on screens placed at highly visible points of the sales area: counters, shelves, front wall, etc.

At a time of cutbacks in the number of reimbursed medicines and of the move to free access to family medication specialities, there is an overwhelming need to inform and advise patients.

In view of the upheavals taking place in the profession (part privatisation, loss of pharmacy monopoly, etc.), pharmacists are looking for ways and means to enhance their role as health professionals and to strengthen their relationships with patients.

A value-creating offer for pharmacists

As well as the traditional advertising broadcast in the sales space, OffiMédia lets pharmacies screen messages, at the sales counter, targeted at the patient being treated and in accordance with pharmacy stocks thanks to its connection to the pharmacist's management software (LGPI / CIP GS). OffiMédia analyses the "Carte Vitale" (health card) data and the medicines dispensed and offers appropriate messages.

In this way, relevant and consistent advice will be given.

A turnkey service for Laboratories

OffiMédia is also an outstanding advertising medium for the pharmaceutical industry: advertising to the general public in points of sale, where most purchasing decisions are made, and reaching only the core target.

They are offered a turnkey service, offering advertising aimed at the pharmacy team using the management software (LGPI) and encouraging the advisory process, and customer-side advertising aimed at increasing the number of spontaneous requests from patients.

Successful sales launch

OffiMédia has been very successful since its sales launch in October 2007. Nearly 300 pharmacies have signed up in less than six months.

The team in charge of the OffiMédia product line is extremely well structured: development, marketing, relations with suppliers and the pharmaceutical industry, customer service, etc. The upgrades planned in terms of ergonomics, statistical returns and multi-site management give OffiMédia unparalleled potential for being attractive.

Pharmagora 2008: promising growth

During the Pharmagora 2008 trade fair, held at Porte de Versailles on 29, 30 and 31 March this year, the public again showed clear support for this new product offer. In three days, more than 140 pharmacies expressed their intention to acquire the OffiMédia system in the coming weeks.

2008 Objectives

The Pharmagest Inter@ctive CIP group's objective for 2008 is to equip 800 new sites with OffiMédia. The Group's various innovative solutions are already in use in more than 9,000 pharmacies in France, nearly half of which are equipped with the new generation management software (LGPI / CIP GS), and they are the main target for OffiMédia. There is therefore considerable potential for conquering the market.

International presence

Pharmagest Inter@ctive CIP has just piloted the introduction of OffiMédia in Belgium. OffiMédia will be made available in all the countries where the Group will be established as part of its European development strategy. The details of how this is to be done are currently being worked out.

About Pharmagest Inter@ctive – CIP SA

The Pharmagest Inter@ctive - CIP SA Group is the leading French medicinal IT company, with a 43 % market share, 9800 customers and 600 employees. Since September 2007, the Group has also had a presence in Northern Europe with a 12% market share in Belgium and Luxembourg.

The favoured partner of pharmacists for over 20 years, Pharmagest Inter@ctive designs innovative computing solutions aimed at dispensing pharmacies, and is developing a high-potential E-Media E-Business aimed at laboratories.

The first Logiciel de Gestion à Portail Intégré (LGPI®), (Management Software with Integrated Portal), provides value for patients, pharmacists and laboratories, boosts sales, optimises purchases and enriches patient advice. It is also the first media with a permanent impact in dispensing pharmacies and enables laboratories to have direct communication with the pharmacist and his patients.

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Find all the group's news at www.pharmagest.com

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