

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

#### **Merger of DPP-Cordell Ltd and IsaiX Technologies Inc**

May 2010. Saxthorpe, United Kingdom, and Montreal, Canada: IsaiX Technologies Inc (IsaiX) and DPP-Cordell Ltd (DPP) announced today that they have joined forces to enhance their combined sales force effectiveness (SFE) offering to the UK and European markets.

IsaiX, a leader in providing SFE solutions to the healthcare markets in North America, will benefit from DPP's long-lasting client relationships in the UK and European healthcare marketplace. By joining forces with DPP, IsaiX gains access to world-class writing services and more than doubles its client base in the UK and Europe. Both firms are renowned for the quality of their service and rapid execution.

The new DPP/IsaiX team will maintain and grow its operation in the UK and expand its services in Europe. The partnership will offer its current and future clientele an expanded offering that will enable organisations to build the knowledge and skills of their teams, gain a unique perspective of the execution in the field and new techniques to measure the delivery of key messaging.

The leadership team, based in the UK, will be expanded to include Erik Schreter, VP International at IsaiX. Erik has been a key player on the team that developed IsaiX's unique blend of services and tools such as Burst Tool™, Coach Technology® and the iPractice offering. Erik has implemented and overseen learning, coaching, and sustainment initiatives across many leading European and North American clients.

In a joint statement, Victor Palmer (Managing Director) and Erik (Vice President) said, "We anticipate major synergies between the two companies from a pooling of our resources in areas of common expertise and separate specialisms that will allow clients, existing and new, to choose from an enhanced range of cost-effective, innovative services based on realistic models. Both companies share a track record of pioneering applications of technology to training and communications, with IsaiX having been granted Microsoft Gold Partner Status, and DPP being closely associated with an international Internet Services Provider. This means that our new organisation will be able to maximise technological support for our services, whether clients' requirements include, for example, multimedia training and marketing materials, e-learning programs, online training and marketing resource libraries, interactive sales training with virtual customers, or on-the-job coaching strategies."

The original company names will be retained, so that the combined organisation will trade as DPP-Cordell Ltd in the UK and continental Europe, and as IsaiX Technologies Inc in Canada and the USA.

### **About IsaiX Technologies Inc**

[IsaiX Technologies](#) is one of Canada's leading application service providers for the life sciences and financial services sectors. With a focus on the execution of sales forces, IsaiX has worked with its clients in building the knowledge and skills of their teams, supporting the execution in the field providing refinement tools that measure the delivery of key messaging. A sample client list includes: AstraZeneca, Hoffman-LaRoche, Pfizer, Merck Frosst, GlaxoSmithKline, Schering-Plough, Daiichi Sankyo, Sanofi - Pasteur, Sanofi-Aventis, Servier, and Bayer Pharmaceuticals, Michelin Tires, TD Canada Trust, and Home Depot.

### **About DPP-Cordell Ltd**

[DPP-Cordell](#) is an international communications agency that provides training and marketing support materials for the pharmaceutical and healthcare industry. In addition, their experienced training and marketing specialists are able to offer an expert consultancy service to their clients. DPP has supported their clients with regard to product launches, sales and advisory board meetings, clinical research, sales tools and marketing resources. Recent clients include: Sanofi-Aventis, Baxter Healthcare, Bayer HealthCare (Europe and USA), Lundbeck, Medtronic (Europe), Merck-Serono, Novartis Consumer Health (Europe & USA), Roche, Schering Plough, Stryker (Europe).

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