

IntegriChain enlists Ed Casey and Associates to drive counterfeit and diversion monitoring service.

Former Procter & Gamble security executive has agreed to work with IntegriChain to enhance the company's *Market Vigilance*[™] Survey Program[™].

Princeton, NJ - September 27, 2007 - IntegriChain, Inc. the leading provider of analytic services to maximize channel integrity and create business value for pharmaceutical, biotech, and medical device companies, today announces the agreement with Ed Casey and Associates to manage their *Market Vigilance* Survey Program[™]. Mr. Casey brings a depth of pharmaceutical domain expertise, corporate security and law enforcement leadership experience spanning more than 34 years.

Mr. Casey retired as the Director of Global Security for the Procter & Gamble Company after a 20 year career. Prior to P&G, he served for 14 years as a Special Agent with the U.S. Treasury Department where he concentrated on white-collar crime investigations. Mr. Casey holds memberships in a variety of security organizations including; American Society for Industrial Security (ASIS), International Security Management Association (ISMA) and the Chief Security Officers Executive Council's Board of Advisors of which he is a founding member.

Market Vigilance Survey Program utilizes IntegriChain's channel analytics capabilities to identify possible U.S. outlets including hospitals, clinics, long term care facilities and other NGOs that are possibly diverting or facilitating the movement of counterfeit product in the U.S. supply chain. Once identified as an at-risk outlet, the Survey Program can solicit and purchase product to ensure the efficacy of the product provided. IntegriChain's service has been used successfully by several large pharmaceutical manufacturers to identify and purchase illegal or illicit product from a host of U.S. wholesalers, long term care facilities, hospitals, retail outlets and other NGOs.

"The integrity of the pharmaceutical value chain is being challenged every day. The IntegriChain solutions are well positioned to identify and quantify the level of risk for our customers," said Casey. "I'm pleased to work with IntegriChain team to deliver high-value solutions for the industry."

"IntegriChain is working with 11 of the top 20 U.S. pharmaceutical manufacturers across a broad range of channel integrity analytics, including 'safe and secure' initiatives, demand data validation, and EDI data integration and quality assurance," states Kevin Leininger, chief executive officer of IntegriChain. "We are excited to welcome Ed and look forward to his experience, leadership and acceleration of this valuable service to the pharmaceutical industry."

About IntegriChain, Inc.

IntegriChain is the premier provider of supply chain visibility and integrity solutions to the healthcare industry. Leading manufacturers employ IntegriChain's proprietary data enrichment and analytic services to increase supply chain transparency and accountability. Managed markets, sales operations, supply chain and product protection managers leverage IntegriChain to reduce diversion and importation, prevent stock-outs, and maximize sales and marketing responsiveness throughout the product life cycle. Manufacturers utilize IntegriChain to monitor more than \$35 billion of pharmaceutical trade, achieving measurable returns in added revenue and enhanced brand integrity.

For more information visit the company's website at <http://www.integrichain.com>