

INTEGRICHAIN INC. SELECTED AS FINALIST FOR NEW JERSEY TECHNOLOGY COUNCIL AWARD

Honored as Finalist for “Early Stage Company of the Year”

Princeton, NJ – October 24, 2007 – IntegriChain, Inc., a data analytics and information provider to the pharmaceutical industry, announced that it is one of three finalists for the New Jersey Technology Council's *Early Stage Company of the Year* award.

IntegriChain was selected as a finalist in recognition of its ability to provide channel integrity analytics and data validation reports for a broad range of operational areas, including brand protection, trade operations, channel management, market research, and sales forecasting departments. The company is currently working with 10 of the top 20 pharmaceutical manufacturers.

IntegriChain analytics integrate channel and demand data to provide nearly 100% coverage of the U.S. pharmaceutical sales channel with significantly increased granularity and timeliness. Extensive pharmaceutical industry experience provides the foundation for the IntegriChain analytics, enrichment services, and reporting that check millions of manufacturer transactions for accuracy. IntegriChain's proprietary data and enrichment services are supported by several powerful databases, which have been developed specifically, for the pharmaceutical supply and demand chains.

IntegriChain makes it possible to dynamically connect channel data and demand data through an integrated data model including ex-factory sales, EDI channel data sets and 3rd party measures of demand. IntegriChain's proprietary technology and detailed analytic reporting provides new insights into product movement enabling marketing and sales professionals to realize significant increases in sales forecast accuracy.

“We are honored to be recognized by NJTC as an emerging company based on our product innovation and sales potential,” commented Kevin E. Leininger, IntegriChain's chief executive officer. “We are very excited about this award and I want to thank all of our employees and customers, who have been instrumental in our success to date. It is gratifying to see that our mission of empowering manufacturers to increase revenue and patient safety by maximizing channel integrity is being acknowledged by the NJTC.”

Founded in 1996, the New Jersey Technology Council (NJTC) provides business support, networking opportunities, information, and advocacy for technology companies and their leaders in the state of New Jersey. The Council's Early Stage Company of the Year award winner will be announced during the NJTC Awards Gala on November 15, 2007 at 6:00pm. The ceremony will be held at Liberty Science Center, Jersey City, NJ.

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 choose IntegriChain to reduce diversion and importation, prevent stock-outs, and maximize sales and marketing responsiveness throughout the product lifecycle. 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>