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DECISION RESOURCES GROUP ACQUIRES RELAY TECHNOLOGY MANAGEMENT

Acquisition Adds New Products and Significant Technology Capabilities

January 7, 2014--Burlington, Mass. and Cambridge, Mass. — Piramal Enterprises' Information Management Subsidiary, Decision Resources Group, one of the world's leading research and advisory firms focusing on high-value healthcare insights and analytics, announced today that it acquired Relay Technology Management, a data analytics company focused on the life-sciences industry. The acquisition of Cambridge, Mass.-based Relay by Burlington, Mass.-based Decision Resources Group is a significant strategic step in Decision Resources Group's effort to supply its clients with premier data analytics through delivery systems that most fit their needs.

Jim Lang, CEO of Decision Resources Group said, "This important acquisition brings us three things, 1) exciting products for early stage pipeline analysis, drug target evaluation, and KOL identification, 2) a world class data and analytics leadership team, and 3) proprietary natural language processing technology, healthcare ontology, and scalable data and insight visualization platform to allow us to introduce new products and services much more quickly to our clients and to enhance our current high-value offerings."

Relay's concentration in the life-sciences industry means they are familiar with the various disparate databases and information sources that Decision Resources Group's pharmaceutical and medtech clients work with on a regular basis. They offer a way to organize and synthesize these data sets to service a multitude of organizational users.

"With Relay's ability to make sense of disparate structured and unstructured data, we can then layer on the 'so-what' insights from our premier analysts to add value to those data views – this will allow our clients to have a level of intelligence that is second-to-none in the industry," continued Mr. Lang.

"We look forward to applying our next-generation, interactive data analytics platform to Decision Resources Group's strong multidimensional offering known for top-level analysis and insight," said Brigham Hyde, CEO of Relay Technology Management. "Together, Decision Resources Group and Relay will deliver the type of data-driven solutions and predictive analytics that is critical to the current competitive environment of today's biopharma and device organizations."

Relay will move to Decision Resources Group's corporate office location in Burlington, Mass.

About Relay Technology Management

Relay Technology Management is a life sciences business intelligence and analytical software provider founded in 2008 with one core belief: that enabling data-driven decision-making via objective, standard asset valuation and trend analytics will lead to increased efficiency in drug and device development. Data-driven decision-making is the key to delivering novel, cost effective, and efficacious care to patients worldwide. For more information on Relay, please visit: www.relaytm.com

About Decision Resources Group

Decision Resources, Inc. is a world leader in high-value data, analytics and advisory services designed to help clients shape strategy, allocate resources and master their chosen markets. For more information, please visit www.DecisionResourcesGroup.com.

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