



Knipper Launches Turnkey Solution for Vacant Territories

MyPharmaRep.com
application suite boosts
sales productivity and
elevates script coverage

Lakewood, NJ, April 23, 2007 – J. Knipper and Company, an innovator in healthcare marketing solutions, has announced the release of MyPharmaRep.com, a suite of sales-productivity tools that helps pharmaceutical companies boost script coverage and deliver samples to physicians in an innovative manner.

The MyPharmaRep.com suite of online tools plays the role of a virtual, vacant-territory, or white-space sales representative. Practitioners can order samples and download product literature, while managers can track campaign performance to ensure efficiency and success. The suite can be used online in real time, or offline, depending on the user's preferences.

“MyPharmaRep.com represents a major step forward in using the Internet to boost sales coverage,” said Jim Knipper, the company's co-founder and CEO. “Pharma companies are looking for innovative ways to get practitioners the samples they need, while carefully managing their cost of sales. MyPharmaRep.com can make a meaningful impact on the bottom line.”

MyPharmaRep.com can provide temporary or long-term coverage of vacant or white-space territories through three main modules:

- ▶ Practitioners can order samples online, in real time, through MySampleCloset.com, an easy-to-use Web program.
- ▶ The program lets users request a wide range of supporting materials, including product and patient literature, e-detail, and vouchers.
- ▶ Decision-makers can access management reporting in real time: all data and campaign results are available via a user-friendly Web interface.



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“MyPharmaRep.com was developed with both convenience and security in mind,” said Ihab Ghaly, Knipper’s Vice President of Sampling and Regulatory Affairs. “All orders are secure and confirmed through electronic signature, with real-time verification of practitioner data.”

The MyPharmaRep.com suite includes modules incorporating technology from two of Knipper’s partner firms: Compass Healthcare Communications, a full-service online marketing agency, and Quaero, specialists in marketing database development and implementation.

For more information contact Paul Wardingley at Knipper, tel. 1-732-905-2299 or via e-mail at Paul.Wardingley@knipper.com.

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About J. Knipper and Company

Founded in 1986, J. Knipper and Company, Inc. provides healthcare marketing solutions in direct marketing, sampling, compliance, information technology, and salesforce productivity. Going beyond its roots in direct marketing and sample distribution, Knipper continues to offer innovative solutions to salesforce challenges, including MyPharmaRep.com (online solution for vacant-territory coverage), MySampleCloset.com (online sample ordering), and Knipper HealthAdvantage (bundling of pharma samples with consumer products). The company has invested considerably in its physical and data infrastructure over the years: the company currently has 270,000 square feet of space, with 12,000 of that refrigerated and 7,500 for controlled substances, along with an advanced Data Center, fully protected for the secure and safe handling of database management and sample supplies. Knipper is one of a handful of companies approved as an AMA DBL (database licensee).

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