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## **Pharsight Announces Phoenix® Pharmacometric Productivity Challenge for Excellence in Use of Pharmacometric Software**

**Inaugural Competition Open to Industry and Academic Entrants, With Winning Submission to be Awarded at ACoP 2011**

**ST. LOUIS, MO – October 19, 2010** – Pharsight, a market-leading provider of software and scientific consulting services to improve productivity and decision-making in clinical drug development, announced today that it has launched the Phoenix Pharmacometric Productivity Challenge, a competition to recognize excellence in the application of pharmacometric software to critical problems in drug development.

The Phoenix Pharmacometric Productivity Challenge seeks to promote the value of population-based pharmacometric software in industry, to encourage pharmacometric software productivity, and to enhance awareness of, and interest in, the role of pharmacometrics in commercial drug development.

Challenge entries will be evaluated based on innovative, leading-edge uses of pharmacometric toolkits on Phoenix®, Pharsight's desktop software platform for pharmacokinetic and pharmacodynamic (PK/PD) data analysis and modeling. Entries may include a pharmacometric workflow, a model development or fitting technique, a model validation method implemented using Phoenix, or novel use of other Phoenix-based software applications.

Pharsight is now accepting submissions from industry and academia for the inaugural 2011 Phoenix Pharmacometric Productivity Challenge. The winning submission will be announced at the American Conference on Pharmacometrics (ACoP) to be held April 4-7, 2011 in San Diego, California. More information about the 2011 Phoenix Pharmacometric Productivity Challenge is available at [www.pharsight.com/phoenix\\_challenge.php](http://www.pharsight.com/phoenix_challenge.php).

"The interdisciplinary field of pharmacometrics continues to mature and demonstrate tangible impact on drug development and regulatory decisions," said Daniel Weiner, Ph.D., Senior Vice President and Chief Technology Officer of Pharsight. "As part of its ongoing mission to provide leading modeling and simulation tools to tomorrow's pharmacometrics practitioners, Pharsight is pleased to commence the Phoenix Pharmacometric Productivity Challenge. We are also pleased to include distinguished academic leaders from Pharsight's Phoenix Centers of Excellence Program in our panel of judges for the Phoenix

Challenge, and look forward to receiving submissions from academic and industry colleagues.”

### **About Phoenix**

Phoenix is Pharsight's desktop software platform that supports model-based drug development and its utility in translational science. Phoenix<sup>®</sup> WinNonlin<sup>®</sup> is the next generation of Pharsight's industry standard software for PK/PD modeling and noncompartmental analysis. Phoenix<sup>®</sup> NLME<sup>™</sup> provides powerful new data processing and modeling tools for population PK/PD analysis. Phoenix<sup>®</sup> Connect<sup>™</sup> integrates applications built on the Phoenix platform with commonly used third-party analysis and modeling tools such as NONMEM<sup>®</sup>, R<sup>®</sup>, SAS<sup>®</sup> and S-PLUS<sup>®</sup>.

### **About Pharsight**

Pharsight, a Certara<sup>™</sup> company, is a market-leading provider of software products and scientific consulting services to help pharmaceutical and biotechnology companies improve their drug development process, regulatory compliance and strategic decision-making. Established in 1995, the company's goal is to help customers reduce the time, cost and risk of drug development, as well as optimize the post-approval marketing and use of pharmaceutical products. Headquartered in St. Louis, Missouri, with more than 1200 customers worldwide, Pharsight products and services are used by all of the world's top 50 pharmaceutical firms. More information about Pharsight is available at [www.pharsight.com](http://www.pharsight.com).

### **About Certara**

Certara is dedicated to improving human health through a broad spectrum of products and services, from molecular discovery to clinical research. Formed in 2008, Certara unites Tripos and Pharsight Corporation. More information about Certara is available at [www.certara.com](http://www.certara.com).

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