

**Ellen Purdy of SDI Named Philadelphia's CFO of the Year  
In Large Company Category**

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PLYMOUTH MEETING, Pa. – July 12, 2010 – **Ellen Purdy**, Chief Financial Officer of , has been named CFO of the Year in the Large Company category by the Philadelphia Business Journal.

The award is given to individuals who not only assume the responsibility of controlling their organization's finances, but also exhibit outstanding ethics and have developed meaningful community relationships.

"On behalf of the SDI family, I am proud to extend congratulations to Ellen for receiving this distinguished award," said **Andrew Kress, SDI's Chief Executive Officer**. "Ellen has demonstrated exemplary business acumen and is a valued member of our company. We are thrilled that Philadelphia's business community has recognized her talents, abilities, and accomplishments."

Since joining SDI, Purdy has played a vital role in the acquisition of SDI's closest competitor, has taken an active role in identifying savings across the organization, and acts as SDI's key liaison to the banking and investment communities. She has also worked diligently to optimize the company's balance sheet and instill principles to protect SDI's sterling healthcare industry and regional community reputations.

Additionally, Purdy is a founding member of the advisory board of the CFO Alliance, and an active board member of the Philadelphia chapter of the Association for Corporate Growth and Economics Pennsylvania.

Purdy received a B.S. from the Wharton School at the University of Pennsylvania and an M.B.A. from Northwestern University.

### **About SDI**

SDI is a leading healthcare market insight and analytics firm. It provides the industry's most comprehensive de-identified patient-level data to pharmaceutical, biotech, retail pharmacy, and medical device companies, enabling them to better understand the healthcare market. SDI also serves the government and the financial services, media, and consumer packaged goods industries. Founded in 1982, SDI counts the world's top 50 pharmaceutical and biotech firms as its clients.