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FOR IMMEDIATE RELEASE

POLLEN.COM LAUNCHES ALLERGY ALERT IPHONE AND IPOD TOUCH APPLICATION

Top Allergy Web Site Also Receives HON Certification

PLYMOUTH MEETING, Pa. – May 20, 2009 – Pollen.com, the most visited allergy site on the Web, announces the availability of Allergy Alert, an application for the iPhone and iPod Touch devices. The alert provides one-day alerts and four-day forecasts for four different conditions: allergy (pollen), asthma, cold and cough, and ultraviolet sensitivity.

Available for free at the iPhone App Store, the Pollen.com Allergy Alert application allows users to take advantage of the advanced capabilities of the iPhone and iPod Touch user interface.

“The iPhone application provides users with greater access to information that they’ve come to rely on from Pollen.com,” said Glenn Connery, associate director of the application development/Web group for SDI, the company behind Pollen.com. “Having this instant, portable access for their conditions helps users plan their day or week ahead.”

Features of the Pollen.com Allergy Alert iPhone application include:

- One-day alerts and four-day forecasts for four different conditions: allergy (pollen), asthma, cold and cough, and ultraviolet sensitivity - customized down to individual ZIP codes
- Indexes indicating severity for each condition ranging from 0.0 to 12.0
- Easy-to-read user interface with color coding for easy focus
- Access to the Allergy Alert application support page on Pollen.com

Compatible with any iPhone or iPod Touch with operating system version 2.2.1, the application was designed by SDI's Pollen.com development team.

Pollen.com recently received the Health On the Net Foundation's Code of Conduct certification (HONcode©), identifying Pollen.com as an internationally reliable source of health information. Certification by HON, the most widely accepted reference for online health and medical publishers, denotes that Pollen.com provides sound, authoritative information; data confidentiality and privacy; proper attribution of sources; and transparency, such as a clear delineation of advertising and editorial content.

SDI developed Pollen.com's proprietary forecasts and also manufactures Rotorod®, the leading tool for pollen count measurement. For more than 10 years, SDI has helped to set the standards by which scientists, researchers, and doctors operate their samplers, and by which they analyze their pollen samples to obtain accurate and consistent counts.

About SDI

Since 1982, SDI has been delivering innovative healthcare data products and analytic services to the pharmaceutical, biotech, healthcare, medical device, financial services, and consumer packaged goods industries. SDI is the leading provider of de-identified patient-level data analytics and offers a broad array of solutions and insights across the continuum of care. These include custom and syndicated patient-level data studies; localized disease and treatment surveillance and projection; market research audits; healthcare profiles; comprehensive managed care offerings; clinical trial optimization; direct-to-patient pharmacy programs; marketing effectiveness; sales targeting and compensation products; data integration, warehousing, and mining; list services; and direct marketing services. Its current roster includes the top 50 pharmaceutical/biotech companies. For more information, visit www.sdihealth.com or call 610.834.0800.