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**PharMethod, Inc. wins 2009 Accoladez award for
Best Promotional Education Solution from AstraZeneca US**

Trevose, PA, December 18 – PharMETHOD, Inc., a dominant pharmaceutical industry education and promotional program solution provider, was recently awarded the 2009 Accoladez Award as Best Promotional Education Solution from AstraZeneca US for its outstanding implementation of its integrated video delivery system called PharmaCAST.

PharmaCAST (one of three solutions offered by PharMETHOD, Inc.) is revolutionizing the field of pharmaceutical promotion and education with its offering of integrated web video hosting and detailed post event reporting. When implemented to its full functionality, PharmaCAST efficiently gets key opinion leaders out in front of physicians; reduces the cost per impression for reaching this audience; tracks the audiences' attendance and participation; and archives all the event information for future use thus helping pharmaceutical companies maintain industry compliance within these relationships.

“We were extremely pleased to receive this award and even more pleased that AstraZeneca has truly realized the depth of functionality our solution has to offer its brands. PharmaCAST goes far beyond streaming a meeting. It provides on going feedback to clients about what is working and what isn't working inside programs,” says Bill Taylor, PharMETHOD President. “This solution meets the tighter constraints being put on pharmaceutical brand budgets while reaching more people than larger budgets ever did.”

