



For Immediate Release

Community Analytics Enters the Health Science Markets

Community Analytics' CEO announces the company's entry into the pharmaceutical, medical device and animal health markets

BALTIMORE (January 2009) - Myra Norton, Community Analytics' CEO, announced the entry of the company into the pharmaceutical, medical device and animal health markets. Community Analytics has a unique approach to harnessing the power of peer identified leaders in promoting behavior change. The company is now bringing its technology and tools to firms in the health sciences.

"We have strong roots in the application of network analysis to improve healthcare education, adherence to guidelines and standards of care. Community Analytics founder, John Hawks, pioneered the commercial application of network analysis in the pharmaceutical industry, and our executive team has deep experience applying these strategies in multiple industries." states Norton.

Established in 2004, Community Analytics has strengthened its analytical models, technology, and tools in the financial services, technology, and fundraising verticals. The company's innovative approach relies on primary data and reveals Key Network Members who are unrecognized by even the most advanced data mining processes.

With a strong commitment to promoting authentic engagement between industry and healthcare professionals, Community Analytics employs a unique data collection methodology that is both transparent to the health care community and also builds brand advocacy and awareness.

Norton concludes, "We are excited to bring the innovations we've developed in other markets to the health science industry."

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About Community Analytics:

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect these networks with your brand.

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