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Bio IT World  
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**Nextrials' Prism EDC Software Awarded Best of Show at  
Bio-IT World Conference + Expo**

*Recognized for Innovative Technology Driving Biomedical Research, Drug Discovery,  
Nextrials Prism Wins in Clinical Trials and Research Category*

**BOSTON – Bio-IT World Conference + Expo – April 1, 2004** – Nextrials, Inc. today announced that Prism, its Electronic Data Capture (EDC) application was named Best of Show at a ceremony held last night at the Hynes Convention Center during the Bio-IT World Conference + Expo. Prism won the award based on its drug and device inventory management system as the most innovative product among finalists in the Clinical Trials and Research category. Other finalists in this category were Oracle Corp.'s EDC application and PHT Corp.'s handheld diary device. Best of Show products were chosen based on technical merit, functionality and innovation, and in-person presentations to a panel of judges at the show. A team of *Bio-IT World* and *Health-IT World* magazine editors, along with leading industry experts, presented Best of Show awards to recognize new products which

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demonstrate exceptional technology innovations across the life sciences drug discovery process, healthcare management and outcomes-based medicine.

“We are committed to helping our clients manage the clinical trial process more efficiently so that they might bring life-saving products to people more quickly,” said Anthony Costello, co-founder and vice president of product development and data services at Nextrials, Inc. “Winning Best of Show at the Bio-IT World Conference + Expo is a tremendous achievement, and we’re very proud Prism has been recognized by industry experts as a superior technology innovation. Prism’s drug and device inventory management system is unique among all EDC applications and is instrumental in helping ensure hospitals have the products they need to deliver exceptional care to their patients. Balancing drug supply between drug companies, manufacturers, clinical sites and patients is a complicated problem that has long plagued the research industry. The Bio-IT World award validates our vision and commitment to innovative solutions for issues like inventory management in a way that brings value to all stakeholders in the process.”

Nextrials Prism 2.7 combines ease-of-use with the most innovative features in the industry, including a flexible inventory management feature, dynamic lab data management, interactive subject screening and randomization, integrated safety data management, adaptive study design, real-time project management status alerts, business intelligence functionality, and sophisticated access control. The robust application streamlines the clinical trial data-capture process resulting in accelerated study start-up time, accurate data provided throughout the study, and well-defined results delivered at the conclusion of the study.

John Russell, executive editor, Bio-IT World, and project manager for the Best of Show Awards said, “Judging from the number of entries we received and products we’ve reviewed, information technology is greatly impacting the advances of biomedical research and drug discovery. The winners of the Bio-IT World Conference + Expo Best of Show

Awards were chosen for their exceptional quality and technical innovation across the life sciences and drug discovery process, and the companies that create such products are commended for their product vision, and encouraged to continue their commitment to supporting life sciences through the advance of technology.”

“Nextrials was founded with the goal of improving the clinical trial experience for patients, investigators and sponsors,” said Jim Rogers, co-founder and president of Nextrials, Inc. “We will continue to build on Prism with creative and elegant solutions to help biopharmaceutical and device companies streamline their clinical trial process. Innovation has always been at the cornerstone of our development process and we’re very excited to be recognized for that effort today.”

### **About Nextrials**

Nextrials, through its origins in clinical research and data management offers the industry’s most innovative and easy-to-use Electronic Data Capture (EDC) solution, Prism. Prism smoothes the transition to EDC to help biotechnology, pharmaceutical and medical device companies effectively allocate resources and bring life-saving drugs to market quicker. Because of its superior ease-of-use, adaptive design, integrated safety monitoring and reporting features, Prism can handle the most complex trials, including oncology and transplant studies.

Nextrials is headquartered in the San Francisco Bay Area. Additional information about the company is available at: [www.nextrials.com](http://www.nextrials.com) or by contacting company officials directly at: Nextrials; 5000 Executive Parkway, Suite 540; San Ramon, California 94583. Phone: (925) 355-3000.

**About Bio-IT World, Inc.**

A business unit of IDG, Bio-IT World, Inc., publishes information across a variety of media to meet the needs of bio-IT, life science, healthcare, pharmaceutical and regulatory professionals. The company's award-winning publication, *Bio-IT World*, and accompanying website, [www.bio-itworld.com](http://www.bio-itworld.com), deliver the latest news, analysis and information on the application of technology products and services to enable the life sciences R&D value chain - spanning basic research, drug discovery and development, clinical trials, and regulatory compliance. The company's digital magazine, *Health-IT World*, and twice-weekly electronic publication, *Health-IT World News*, cover business, technology and product developments related to healthcare management systems and outcomes-based medicine. Established in September 2001, Bio-IT World, Inc. is headquartered in Framingham, Mass.

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