



## **CRF INC. APPOINTS DEBI MALONEY AS VICE PRESIDENT OF CORPORATE ACCOUNTS**

*- Company matches leadership talent to expanding business priorities -*

**Waltham, MA – August 8, 2008:** CRF Inc., a leading global provider of electronic Patient Reported Outcomes (ePRO) and wireless data collection solutions for the Life Science Industry, today announced the promotion of Debi Maloney to Vice President of Corporate Accounts. In this role, Ms. Maloney will maintain her own accounts and assume responsibility for managing key account teams across the company.

“Debi has been a key part of our success, and we are thrilled to promote her to this important position,” said Pamela McNamara, Chief Executive Officer at CRF. “Debi will continue to play a critical role in leading CRF into the future. Today’s promotion is a result of her ability to think strategically, her excellent relationships within the industry, and her significant contributions to the company.”

Ms. Maloney has more than 20 years of experience in the life science and technology industries. She joined CRF in 2002 as Director of Business Development and quickly developed successful sales and marketing strategies for the U.S. market. Ms. Maloney was previously with Phase Forward Incorporated as a Senior Account Manager.

### **About CRF Inc.**

CRF Inc. (CRF) is a leading global provider of electronic Patient Reported Outcomes (ePRO) and wireless data collection solutions for the Life Science Industry. Through innovative technology and a thorough understanding of drug development and mobile computing, the company is driving the change to safer and more efficient, paper-free clinical trials. CRF’s technology has been used by more than 180,000 patients across 59 countries in 60 languages for 45 indications. The company has demonstrated one of the industry’s highest patient compliance rates - an average 90% compliance through Phase I, II, III and IV clinical trials.

CRF’s award-winning product, the TrialMax<sup>®</sup> suite, is a flexible and configurable ePRO technology that provides real-time patient monitoring, outstanding data accuracy and increased safety through compliance. The TrialMax<sup>®</sup> application’s unique features enable clinical trial sponsors to rapidly collect valuable data and conduct complex clinical trials with greater flexibility than other ePRO solutions. CRF’s experience, combined with its dedication to achieving high quality and responsive customer service, has made the company one of the life science industry’s most trusted partners. For more information, please visit [www.crfhealth.com](http://www.crfhealth.com).



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