



Late Phase Market Survey Reveals High Marks for United BioSource Corporation

Posted June 14, 2010

Independent Survey of 149 Managers Responsible for Late Phase Product Development For Biopharmaceuticals Gives UBC Top Ratings for Client Satisfaction, Willingness to Recommend, and Likelihood to Use Again

BETHESDA, Md.-United BioSource Corporation (UBC) today announced results from an independent survey that examined late phase product development services delivered by 34 contract research organizations and other scientific and medical affairs companies serving the biopharmaceutical industry. The report, titled *2010 Late Phase Market Dynamics* and published by Industry Standard Research (ISR), provided data and analysis from a survey that captured information from 149 respondents, representing 95 companies. Survey respondents ranked UBC above all competitors including top 10 contract research organizations on key performance measures, including: 1) overall satisfaction with service providers, 2) willingness to recommend to colleagues or friends; and 3) likelihood to use a service provider again.

“While the large, multi-service brands often dominate awareness in our research, it’s not uncommon for more specialized companies to receive higher marks for service quality and that’s what we’ve found in the late phase market”

“We are gratified to learn from an independent survey that UBC earned high client ratings and that we ranked above our industry’s top ten competitors on important measures of customer satisfaction and loyalty,” said Ethan Leder, CEO of UBC. “We will continue to work tirelessly to deliver outstanding service when clients choose UBC as their partner for scientific and medical affairs solutions.”

“While the large, multi-service brands often dominate awareness in our research, it’s not uncommon for more specialized companies to receive higher marks for service

quality and that's what we've found in the late phase market," explained Kevin Olson, President, Industry Standard Research. "UBC received high marks for service quality, with about 50 percent of their customers indicating that UBC exceeds their expectations. As much of our research has shown, differentiation is very difficult to come by for drug development service providers but, operationally speaking, UBC appears to be demonstrating excellent service quality on attributes sponsors find important."

About Industry Standard Research

Industry Standard Research (ISR) is the premier, full service market research provider to the pharma and pharma services industries. With over a decade of experience in the industry, ISR delivers an unmatched level of domain expertise. For more information about our syndicated and custom research offerings, please visit the company's Web site at www.ISRreports.com

About United BioSource Corporation

United BioSource Corporation (UBC) is a global scientific and medical affairs organization that partners with life science companies to develop and commercialize biopharmaceuticals, medical devices, and other health care products. We help deliver authoritative, real-world evidence to characterize product effectiveness, address safety risk, and demonstrate value. UBC brings together recognized scientific and industry experts, research operations professionals, and new technologies to provide innovative solutions across the product lifecycle. The company is headquartered in Bethesda, Maryland, with offices in North and South America, Europe and Asia. For more information about UBC, visit www.unitedbiosource.com.