

For Immediate Release

BOCA RATON, FL, December 15, 2011 – TMS Health, a Xerox Company, a leading provider of multi-channel communication solutions designed to reach and influence prescribers, pharmacists, and consumers on behalf of healthcare/pharmaceutical clients, announced the appointment of pharmaceutical executive David Kerr to the position of executive vice president of Business Development and Strategy, effective immediately. Kerr has extensive experience leading and developing sales teams as well as creating strategic solutions to align with client business needs.

“We are very pleased to have David join our team,” said Guy Amato, TMS Health CEO. “David brings a vast background of sales and marketing experience combined with a deep understanding of the pharmaceutical industry that will directly impact our future growth and enable us to continue to offer our client partners customized and innovative solutions that support their strategic objectives.”

Most recently, Kerr served as senior vice president of Business Development at PDI, Inc., a contract sales and commercial services organization, where he was responsible for leading business development efforts and strategy for the commercial success of PDI’s contract sales business. During his tenure with PDI, Kerr was responsible for delivering \$120 million in new revenue over two years.

Prior to PDI, Kerr was senior vice president of Commercial Business at Endo Pharmaceuticals, where he was accountable for all facets of the company’s commercial activities, including \$1.3 billion in brand and generics sales, marketing, portfolio planning, strategic marketing, contracting and pricing, and launched three new products that added more than \$200 million in new revenue for the company.

Prior to Endo Pharmaceuticals, Kerr spent six years at Knoll Pharmaceutical Company, Inc., the pharmaceutical division of BASF until its 2001 acquisition by Abbott Laboratories. During his tenure, Kerr held several senior management and leadership positions in sales operations and planning where he managed all aspects of the operation of a 700-member sales force, held a leadership role in the launch of a contract sales force, and was responsible for new business development with direct sales of \$175 million and \$50 million in business development spending.

Kerr began his career with E.I. DuPont de Nemours & Company, where he spent 15 years working his way up from account representative through field sales management, to market manager of Integrated Health Networks Diagnostics Division. In this position he had leadership responsibility for the development and implementation of marketing and sales strategies for Integrated Health Networks, with a focus on business-to-business relationships in the Western U.S.

Kerr received a Bachelor of Science degree from Pennsylvania State University and an MBA from the University of Delaware.

About TMS Health, a Xerox Company

TMS Health, a Xerox Company, is a leading global provider of outsourced multi-channel contact center services specializing in the healthcare/pharmaceutical and medical device industries. Founded and led by pharmaceutical executives, TMS Health is focused on delivering best-in-class customer-centric programs designed to provide safe, accurate, and relevant information in a professional and efficient manner. The TMS Health team is dedicated to reaching, educating, influencing, and serving patients, customers, physicians, and pharmacists on behalf of our clients. For more information, contact 1.800.867.2340, or visit www.tmshealth.com.