



**DECISIONVIEW**

Bring the Future into Focus

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**FOR IMMEDIATE RELEASE**

## **DecisionView Announces \$7 Million in Series C Investment**

*The Leading Provider of Business Performance Optimization Applications in Life Sciences  
Secures Funding for Growth*

**SAN FRANCISCO — July 30, 2007** — DecisionView, Inc., the leading provider of business performance optimization applications for the Life Sciences industry, today announced the close of a \$7 million Series C round of funding led by new investor, firstVentury, as well as existing investors Partech International and Granite Ventures.

"We are delighted to be working with firstVentury. Their experience with convergent technologies in Life Sciences and relationships with European companies makes them a logical partner for DecisionView," said Steve Andrade, CEO of DecisionView.

"FirstVentury's participation validates our growing leadership in delivering innovative clinical performance optimization solutions that deliver tangible business results."

In addition to the funding, David Hartford, Managing Director, firstVentury, will be joining DecisionView's Board of Directors. "We are delighted to welcome David to our Board. His experience in the IT and Life Sciences technology domains will further complement the strength and contributions of our existing board members," continued Andrade.

"DecisionView epitomizes the convergence of IT and life science which firstVentury sees as an absolute necessity in bringing affordable new treatments to market rapidly," said David Hartford, managing director, firstVentury. "We are very pleased to be part of DecisionView's move to radically improve the clinical trials process."

The funding will be used to scale its commercial growth capabilities and expand DecisionView's suite of clinical performance optimization applications, including the company's innovative clinical recruitment platform, StudyOptimizer(TM). As the industry's first business performance optimization application for clinical trials, StudyOptimizer automates the recruitment process with integrated predictive modeling, simulation, planning, and rich visualization capabilities. The company was also recently named in the list of "Cool Vendors" in the "Cool Vendors in Life Sciences, 2007" report by Gartner, Inc.

"DecisionView has made great strides in developing top-tier solutions to meet the demanding needs of the Life Sciences industry," said Tom McKinley, managing partner and co-founder, Partech International. "The company and its leading-edge technology are well-poised for significant growth."

"DecisionView has developed a terrific solution for life sciences companies, and this financing will allow the company to expand its reach in the market, as well as continue to innovate," said Granite Ventures managing director Chris Hollenbeck.

### **About DecisionView, Inc.**

DecisionView develops innovative software solutions that optimize the clinical performance of life sciences organizations around the world. By uniquely converging predictive analytics, simulation, visualization and data aggregation capabilities into functionally rich and easy to use applications, the company's solutions deliver proven business value in faster cycle times, reducing clinical costs and improving clinical productivity. To learn more, visit <http://www.decisionview.com>.

### **About firstVentury**

firstVentury is one of the leading venture capital firms in the German-speaking part of Europe [DACH], focusing on investments in companies with convergent technologies that combine innovations in life sciences/medical engineering with information technology. firstVentury actively supports its portfolio companies in entering important markets through its relationships on both sides of the Atlantic and active support through its San Francisco and Zurich offices. For more information, see <http://www.firstventury.com>.

### **About Partech International**

Founded in 1982, Partech International is a leading global venture capital firm with \$850M under management and offices in the U.S., Europe and Israel. Partech invests exclusively in Information Technology and the firm's internationally integrated team of investing partners work together closely to find the most innovative companies demonstrating high return potential and disruptive technologies in the Software & Internet, Communications & Components and Healthcare IT sectors. Partech has a unique 20+ year track record assisting its portfolio companies to become global market leaders. To learn more, visit <http://www.partechvc.com>.

### **About Granite Ventures**

Granite Ventures has been helping early-stage technology companies build solid foundations for success since 1992. They focus their investments in two sectors where their partners have deep domain expertise, broad industry knowledge, and significant investment experience: communications and components, and software. Granite has managed over \$1 billion in venture capital and has invested in more than 90 private companies. They partner with promising and successful entrepreneurs to create businesses that have a competitive edge, and help those businesses achieve category leadership. For more information, visit <http://www.granitevc.com>.

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