

FOR IMMEDIATE RELEASE

Axiom and PharmaCertify Announce Joint Marketing Venture

Yardley, Pennsylvania - May 3, 2011 – Axiom, an award-winning provider of training solutions for life sciences, and PharmaCertify™, which offers targeted off-the-shelf, customizable healthcare e-Learning products and services, today announced a joint marketing venture which will allow both companies to expand their business in the pharmaceutical, biotech and medical device industries.

“At Axiom, our service strategy enables a continuous, blended learning platform that addresses diverse clinical and product knowledge content requirements,” explains Jim Delaney, VP, Business Strategy at Axiom. “This joint marketing effort is a timely opportunity for us to complement these services with PharmaCertify’s cost-effective, quickly-customizable, off-the-shelf interactive learning modules.”

For more than seven years, PharmaCertify™ has offered a suite of best-in-class e-Learning courses and electronic games for commercial compliance, managed care, and selling skills training. Sean Murphy, Director of Marketing for PharmaCertify, is enthusiastic about the pairing and sees it as an opportunity to bring the company’s off-the-shelf training solutions to a broader audience. “This relationship expands the channel of industry professionals who will be exposed to our top-tier, business-critical content so they are appropriately trained in areas associated with their roles,” Murphy says, “while at the same time, providing PharmaCertify with resources to grow the curriculum of training solutions we offer current clients.”

Axiom and PharmaCertify will both be exhibiting at the *2011 Society of Pharmaceutical and Biotech Trainers Annual Conference*, May 9 – 12, 2011 at Rosen Shingle Creek in Orlando, Florida.

About PharmaCertify™

PharmaCertify offers best-in-class off-the-shelf e-Learning, electronic games, iPad apps, and workshop support tools that meet the commercial compliance, managed care and selling skills training needs of the pharmaceutical, biotech and medical device industries. PharmaCertify is a division of NXLevel Solutions—a leading developer of healthcare learning solutions for nearly 20 years. To learn more about PharmaCertify, contact Sean Murphy at 609.466.2828 ext. 25, or smurphy@pharmacertify.com, or visit www.pharmacertify.com.

About Axiom

Axiom combines the sciences of medicine, instructional design (and/or adult learning), and digital technologies to create innovative training curriculums and educational materials. Axiom develops training and medical education programs for pharmaceutical, biotech, and medical device companies using the principles of Evidence-Based Training™. Axiom's expertise includes the creation of blended learning experiences—e-learning modules, simulations and games, workshops, print materials, and mobile performance support tools. Axiom is a Huntsworth Health company. Huntsworth Health employs more than 440 people in offices in Hong Kong, London, New York, Philadelphia, San Francisco and Singapore and has access to 70 offices in 31 countries through the Huntsworth PLC global network. For more information about Axiom, contact Donna Thomas at donna.thomas@axiomhh.com or visit our website: www.axiomhh.com.

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