

**For Immediate Release**

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**New Clinical Trial Customers Punctuate  
Success of Phase Forward-Medpace Relationship**

*Medpace Leverages Phase Forward's InForm™ Solution  
and CRO Partnership Program to Win New Business*

**Waltham, Mass. – March 3, 2009** – Phase Forward (NASDAQ: PFWD), a leading provider of data management solutions for clinical trials and drug safety, today announced that Medpace, one of its contract research organization (CRO) partners, has been awarded several large clinical trials using Phase Forward's award-winning InForm™ electronic data capture (EDC) solution. The majority of these trials were awarded in 2008 and have spanned Phases I through III, with focuses in the cardiovascular, metabolism and oncology therapeutic areas.

A Phase Forward customer since 2006, Cincinnati-based Medpace is a rapidly growing CRO, with more than 800 employees and operations in 40 different countries. After using the InForm tool for a number of years, Medpace committed to an enterprise agreement in 2007 to bring the software in-house. Medpace subsequently has been able to leverage its expertise with InForm to win both new and repeat business across multiple market segments, including both large and small pharmaceutical accounts.

“To date, our experience with InForm has served us extremely well,” said Catherine Soldano, executive director of business development and marketing at Medpace. “From the start, we liked how intuitive the software is at helping us more efficiently manage site data, particularly for larger trials. By bringing this technology in-house, we were able to rapidly ramp up and outpace the EDC adoption rate of some of our larger competitors who have been slower to embrace its benefits.”

“Medpace's success is exactly the type of result we planned for when we developed our CRO partnership program,” said Mike Davies, vice president, global CRO partnerships at Phase Forward. “We enable our CRO partners with the right technology solutions and assist them commercially through joint marketing and sales campaigns. We look forward to continued success with Medpace.”

Phase Forward's CRO partnership strategy is designed to assist CRO clients achieve success in both the short and long term. Its customized structure and flexible pricing options help CROs of all sizes to invest in their own capabilities and capitalize on new growth opportunities. Across all of its solutions, Phase Forward has over 90 CRO customers as of the end of 2008.

### **About Medpace, Inc.**

Medpace is a leading global full-service clinical research organization led by top therapeutic and regulatory experts who are driven to further the advancement of pharmaceutical agents for use in cardiology, metabolism, oncology, and nephrology. Medpace has assembled the industry's most experienced and therapeutically focused team to execute at every level of the company's operations, providing complete and seamless drug development services.

Through specialized regulatory expertise and therapeutically focused clinical operations, Medpace creates strategic partnerships with pharmaceutical and biotechnology companies to provide the most efficient and cost-effective path to drug development – from program planning and execution to product approval.

Medpace provides centralized image management and reading from Imagepace, central laboratory and therapeutically specialized testing from Medpace Reference Laboratories, complete bioanalytical services in all stages of drug development from Medpace Bioanalytical Laboratories, and Phase I / IIa research services from Medpace Clinical Pharmacology. [www.medpace.com](http://www.medpace.com)

### **About Phase Forward**

Phase Forward is a leading provider of integrated data management solutions for clinical trials and drug safety. The company offers proven solutions for electronic data capture (InForm™), phase I clinic automation (LabPas™), clinical data management (Clintrial™), clinical trials signal detection (CTSD™), strategic pharmacovigilance (Empirica Signal™) and Signal Management, adverse event reporting (Empirica Trace™), applied data standards (WebSDM™) and Web-integrated interactive response technologies (Clarix™). In addition, the company provides services in the areas of application implementation, hosting and validation, data integration, business process optimization, safety data management and industry standards. Phase Forward's products and services have been utilized in over 10,000 clinical trials involving more than 1,000,000 clinical trial study participants at over 280 organizations and regulatory agencies worldwide including: AstraZeneca, Boston Scientific, Dana-Farber Cancer Institute, Eli Lilly, the U.S. Food and Drug Administration, GlaxoSmithKline, Harvard Clinical Research Institute, Merck Serono, Novartis, Novo Nordisk, PAREXEL International, Procter & Gamble, Quintiles, sanofi-aventis, Schering-Plough Research Institute, Servier, Tibotec and the U.K. Medicines and Healthcare Products Regulatory Agency. Additional information about Phase Forward is available at [www.phaseforward.com](http://www.phaseforward.com).

### *Cautionary Statement*

Certain statements made in this press release that are not based on historical information are forward-looking statements which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. This press release contains express or implied forward-looking statements relating to, among other things, the performance and features of Phase Forward's products and services, future business and operations plans of Phase Forward customers and alliance partners, and the ability of Phase Forward's customers and alliance partners to realize benefits from the use of Phase Forward's products and services. These statements are neither promises nor guarantees, but are subject to a variety

of risks and uncertainties, many of which are beyond Phase Forward's control, which could cause actual results to differ materially from those contemplated in these forward-looking statements. In particular, the risks and uncertainties include, among other things, the ability of Phase Forward's customers and alliance partners to realize benefits from the use of its products and services, changes in regulatory requirements applicable to Phase Forward's customers and alliance partners, the manner in which Phase Forward's customers and alliance partners conduct business and the possibility that their needs or plans may change over time, and competition. Existing and prospective investors are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. Phase Forward undertakes no obligation to update or revise the information contained in this press release, whether as a result of new information, future events or circumstances or otherwise. For additional disclosure regarding these and other risks faced by Phase Forward, see the disclosure contained in Phase Forward's public filings with the Securities and Exchange Commission including, without limitation, its most recent Annual Report on Form 10-K.

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