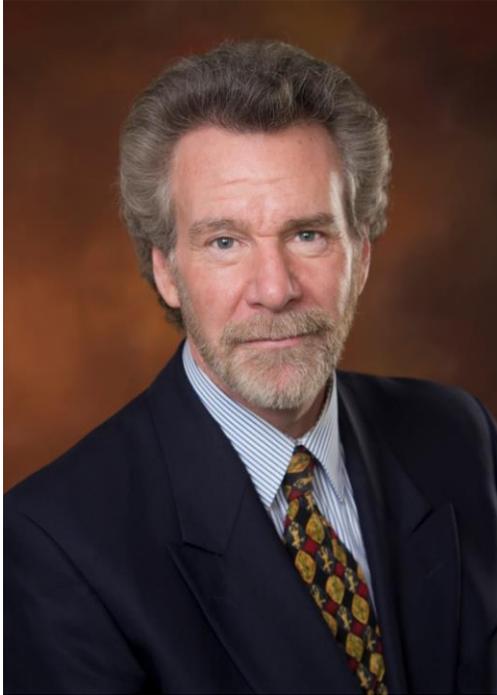




Verix Announces Appointment of Duncan Lamb to Advisory Board



Los Altos, CA., Tuesday, August 4, 2015 - Verix Inc., a market leader offering solutions for optimizing commercial effectiveness for the Life Sciences market, today announced the appointment of Duncan Lamb as Head of Verix Advisory Board, effective immediately.

Duncan Lamb will lead the Advisory Board efforts to provide advice and guidance to Verix in a variety of business areas focusing mainly on the life sciences market. As Verix continues to expand its customer base, Duncan will be focusing on organizational and market excellence.

"We are delighted to have Duncan join our advisory board," said Doron Aspitz, President and CEO of Verix Inc. "Duncan brings exceptional management expertise and deep experience in global drug development and business operations."

"I'm very pleased to join the Verix Advisory Board," said Duncan Lamb. "Verix offers unique capabilities for optimizing the effectiveness and efficiency of client commercial operations. The Verix business model integrates deep operational expertise with their extremely flexible platform to create a true SaaS (Software as a Service) solution for commercial operations. At Bayer we found the collaboration with Verix enabled us to get actionable data and analytics to the sales and management teams quickly which made a big difference to our performance - especially during launches, formulary wins and competitive changes ."

Duncan has over 30 years' experience in the pharmaceutical business with Beecham Inc, Berlex Laboratories, Schering Ag and Bayer Healthcare Pharmaceuticals. Prior to announcing his retirement, he was a member of the Executive Committee responsible for managing the US pharmaceutical business for Bayer. As Vice President Business Intelligence, Development and Innovation, he led centers of excellence in functions that support sales and marketing, business development and strategy for all pharmaceutical brands in the USA.

Duncan Lamb holds a BBA in Accounting and Finance from the Isenberg School of Management at University of Massachusetts, Amherst and an MBA from Rutgers Graduate School of Management.

The Verix Advisory Board will provide strategic guidance to Verix executive team and advice in developing cutting edge solutions to the Life Sciences business operations market. The Board will enable Verix to deliver innovative solutions that uniquely meet the needs of healthcare companies.



About Verix:

Verix offers innovative cloud-based analytic applications to streamline commercial operations in the Pharmaceutical industry. A must-have solution for Sales, Marketing, Analysts, and Managed Markets users, both in the field and back in the home office, Verix analytic applications provide timely, focused and relevant insights anytime, anywhere – online, offline, and on mobile devices.

Combining external and internal data sources and utilizing patented HotSpots™ technology, Verix rich library of analytic applications is used by thousands of daily users from Fortune 500 clients to quickly identify the highest return opportunities and reach profitable growth.

For more information about Verix, please visit: www.verix.com

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