



ADRM Releases Major Update to its Pharmaceutical Industry Data Model Set

New York, NY, April 17, 2007 – ADRM Software, Ltd. (ADRM), a global leader in large-scale industry information architecture solutions, today announced the release of a major update to its Pharmaceutical industry set of data models.

These data model products are designed to accelerate development and reduce the risks associated with the development of new pharmaceutical industry data architectures, applications and data warehouse projects.

This new release offers numerous enhancements including an expanded Party Business Area Model and enhanced support for manufacturing, inventory and asset management.

“The new release of our Pharmaceutical industry data models integrates our enhanced Party model and also benefits from our work in several other manufacturing and inventory intensive industries,” said Kevin Schofield, ADRM’s Vice President of Sales & Marketing. “We have been very pleased with the interest we have received in this enhanced offering and are pleased to announce that we have added another large multinational pharmaceutical company to our growing base of customers.”

“Our continuing work with a variety of large multinational manufacturing customers is paying dividends for our customers across a range of industries including pharma,” said Larry Heinrich, ADRM’s Principal Architect. “This latest release is the result of those efforts and represents the most comprehensive set of pharmaceutical data models available today.”

ADRM’s Pharmaceutical industry data models are available now.

Additional information can be found on the web at www.adrm.com/7_pharma.htm.

About ADRM Software

ADRM Software, Ltd. is the leading independent provider of large-scale industry-specific information models. ADRM’s products are used by large companies worldwide as information blueprints or roadmaps for a variety of initiatives including information architecture planning, operational data store (ODS), data warehouse (DW) and business intelligence (BI) design, master data management (MDM), service-oriented architecture (SOA) and enterprise application integration (EAI). ADRM’s customer base includes prominent Global 2000 companies in a wide variety of different industries on four continents.

More information about ADRM can be found on the web at www.adrm.com.

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