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MIMS Australia announces the launch of MIMS Mobile – a web based MIMS suitable for Blackberry, iPhone and all internet enabled smartphones

Providing access to the medicines information they trust at the place and time they need it, is the value MIMS Mobile will bring to healthcare professional.

Sydney, Australia, 14 July 2009 - MIMS Australia has partnered with Australia's leading mobile marketing company, m.Net Corporation, to develop a mobile version of MIMS specifically designed for small screens

Margaret Gehrig, National Business Manager from MIMS said: "Our customers asked us to provide MIMS for Smartphone and we recognised this was a need we had to address"

MIMS Mobile is the latest iteration of this trusted information and decision support resource for health professionals. "Listening to our customers has meant we have developed MIMS Mobile to included functionality and content not seen before in our PDA products." said Ms Gehrig.

A major addition is the inclusion of the full product information (PI) as well as the abbreviated PI and DrugAlert to check for interactions between two or more medications. With monthly updates maintained by MIMS, end users can be confident they are seeing the most current information available to them MIMS is about making patient safety the priority in a world of increasing drug complexity. Decision support, in the hands of decision makers at the point of care, allows that to happen.

"With its established expertise, m.Net was selected to make this vital information available on all internet-enabled mobile phones," Ms Gehrig said.

The challenge for m.Net was to translate the highly regarded MIMS Medicines Information and associated user expectations, onto small mobile screens.

m.Net Chief Marketing Officer, Scott Johnson, said: "The success of the project was driven by the capability of our research and usability team to work closely with MIMS to optimise the user interface design for speed of access and navigation through the rich MIMS database.

"We had to ensure an easy transition to the new platform so healthcare professionals would feel comfortable maximising the portability thus enabling them to make safe prescribing decisions at the point of care." he said.

ENDS

ABOUT MIMS AUSTRALIA www.mims.com.au

MIMS is the leading supplier of quality, independent medical information to Australian healthcare professionals. Today, MIMS not only offers traditional print information sources, we also reflect the rapidly changing advances in information delivery with new platforms from PDAs to the Internet. But for all the changes, one thing remains the same - the editorial integrity and independence of all the healthcare knowledge delivered through the MIMS name.

We supply the most current, practical and accessible knowledge to assist healthcare professionals practice effectively in the real world.

Our strategy is to work directly with healthcare providers and with the leading healthcare IT suppliers to make the best evidence-based decision support tools available at the point of care. MIMS is unique in its ability to combine internationally referenced alert tools with

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comprehensive local product information, all delivered to IT partners through a common interface.

MIMS is a subsidiary of CMPMedica, part of United Business Media Plc an international media and business Information Company employing more than 5,000 people in over 30 countries around the world.

About m.Net Corporation - www.mnetcorporation.com

m.Net is Australia's leading full service mobile marketing company. The company provides a range of mobile marketing and advertising solutions to major media organisations, telecommunications carriers and their advertising clients through its unique mobile marketing platform. In November 2008, m.Net featured in BRW's Fast 100 list as one of the fastest growing companies in Australia. More recently m.Net won the 2008 ADMA MMA promotional campaign of the year; was named by Deloitte in December 2008 as one of Australia's fastest growing technology companies for the second year in a row; and won the B&T Digital Services Company of the Year award in December 2008.

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MIMS has been publishing healthcare information for professionals for 45 years

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