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**BBK WORLDWIDE AND CROèe PARTNER TO IMPROVE JAPAN'S
COMPETITIVE POSITION IN THE CLINICAL RESEARCH MARKETPLACE**

**Global Patient Recruitment Agency and Tokyo-based CRO Offer Sophisticated,
Proven Solutions that Advance the Clinical Trial Enrollment Process**

Boston — BBK Worldwide (BBK), a patient recruitment innovator for the clinical R&D segment of the pharmaceutical, biotechnology, and medical device industries, announces a strategic alliance with CROèe, Japan's first contract research organization (CRO), to specialize in enrollment management. This union brings together two best-in-class companies, each with a proven commitment to enhancing the infrastructure for clinical trials in Japan. With the goal of accelerating time-to-market for new medicines and treatments, the companies will work together to support research sponsors as they to develop treatment options that match the health-care needs of the people of Japan.

This union reflects Japan's broader commitment to improving the environment for clinical trials and to establishing a system that enables the efficient conduct of high-quality clinical research. The Japanese pharmaceutical market is the second largest individual market in the world, with sales of \$60 billion, which constitutes 11% of global pharmaceutical sales. Despite Japan's market size, it typically takes 2.5 years longer for a drug to come to market in Japan than in most other countries.

"We are very excited about this collaboration and its potential impact on advancing the clinical research infrastructure in Japan. Together, we will support pharmaceutical, biotech, and medical device companies in their efforts to conduct more efficient clinical research in Japan," comments Jeremy Buchman, Regional Manager, Asia-Pacific Operations, BBK Worldwide. "BBK's planning and patient recruitment services will be complemented by CROèe's operational and local expertise, a combination that will provide clinical trial sponsors with proven tools and techniques for effective patient recruitment," continues Buchman.

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“One immediate result of the partnership will be the ability to offer research sponsors a more reliable process for site identification and selection. BBK’s physician database, the BIO NotifierSM, combined with CROèe’s patient database, will serve as a resource to help clinical trial sponsors quickly and efficiently find appropriate patients and investigators of which they had previously been unaware,” comments Sho Ando, President, CROèe. “This partnership will revolutionize the feasibility and patient recruitment processes within Japan. I am looking forward to being able to introduce global standards of patient recruitment and analysis to the Japanese market, and to contribute to an increased public understanding of clinical research,” continues Ando.

The formation of the alliance further demonstrates BBK’s commitment to industry growth within the region, having established an office in Osaka, Japan in 2009. CROèe will join a network of companies that make up the BBK Worldwide Alliance – companies that have been vetted for their demonstrated ability to provide sophisticated patient recruitment services in their country or region. Under BBK’s direction, the members of the BBK Worldwide Alliance provide clients with the most extensive recruitment capabilities available in the world today.

About BBK Worldwide

Founded in 1983, BBK Worldwide is a patient recruitment and e-business solution company for the clinical R&D and product marketing segments of the pharmaceutical, biotechnology, and medical device industries. BBK has helped to accelerate time-to-market for new medicines and treatments by successfully supporting thousands of clinical studies in more than 70 countries, and in all major therapeutic areas. By ensuring efficient start-up and on-time completion, BBK’s unique products and services accelerate the drug development process. When BBK’s model is applied to the clinical research enterprise results show that 96% of trials complete enrollment on or ahead of schedule. With headquarters in Newton, Mass., BBK has offices in London, Los Angeles, Osaka (Japan), and Zurich. (bbkworldwide.com)

About CROèe

Established in 2009, CROèe was the first Japanese CRO to focus on patient recruitment services. CROèe specializes in patient recruitment advertising, maintains the first system to prevent double-enrollment in Japanese Phase II and III clinical studies, and conducts post-marketing activities as well. Through its sister company, Clinical Trial, CROèe utilizes a national patient database of 230,000 members to shorten development timelines and bring down the comparatively high costs of clinical development in Japan. In addition, CROèe strives to increase social awareness of clinical research. (croee.com)

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