



Reed Technology Launches Comprehensive, Web-based Drug Label Database

LabelDataPlus Online Pharmaceutical Database Enables Users to Unlock Information about More Than 5,000 Drugs

HORSHAM, Pa. -- Reed Technology and Information Services Inc., a LexisNexis® business, today announced the introduction of LabelDataPlus™ – a comprehensive drug label database available on the Web for both industry and consumer use. LabelDataPlus offers more than 5,000 current and archived FDA-approved drug labels – the same drug information found on the National Library of Medicine’s DailyMed web site – combined with powerful search features that unlock the information contained in drug labels (package inserts).

For the first time, users can search across a broad range of data using LabelDataPlus to identify drug information that meets one or multiple criteria for both prescription and over-the-counter (OTC) medications.

“Until now, drug labels were only searchable by their brand or generic names. LabelDataPlus leaps over that barrier by using technology to enhance the value of drug information by providing full-text searchability and unfettered access to the labeling content,” said Sam Hardman, president of Reed Technology and Information Services. “The ability to identify drug information by multiple criteria represents an important breakthrough for professionals in the life sciences, pharmaceutical, medical and health information industries, as well as for consumers.”

Highlights of LabelDataPlus versatility include the ability to:

- Perform full-text searching across all label content, not just by brand or generic drug names
- Search current and archived versions of drug labels and quickly see results with user search term(s) highlighted
- Focus searches on specific label sections, such as Sponsor, Active and Inactive Ingredients, Indications and Usage, Contraindications, and more
- Perform complex searches with the flexibility to use multiple search criteria
- Identify a pill based on its physical characteristics

“LabelDataPlus offers one of the most current and comprehensive drug label databases available,” said Hardman. “Moreover, its flexibility allows users to pinpoint specific drug information across current and historical label data by entering various criteria, such as adverse reactions, active ingredients and manufacturers.”

As an example of its capabilities, researchers and labeling specialists at a pharmaceutical manufacturer now have the ability to utilize LabelDataPlus to research the following type of question: “Which product labels contain an alert about the possibility of myelosuppression, bone marrow suppression, or myeloablation as an adverse reaction?” This search retrieves more than 100 drug labels.

As further testament of its versatility, the LabelDataPlus database can be used to research marketing/competitive intelligence questions such as: “Which competitor products to *MyProduct* have a boxed warning?”

In the future, Reed Technology plans to enhance the LabelDataPlus Web site by providing additional related content and user functionality.

For more information and to access LabelDataPlus, visit www.LabelDataPlus.com. Reed Tech invites comments about the product by clicking on the “Feedback” button.

About LexisNexis and Reed Tech

LexisNexis® (www.lexisnexis.com) is a leading global provider of content-enabled workflow solutions designed specifically for professionals in the legal, risk management, corporate, government, law enforcement, accounting and academic markets. LexisNexis originally pioneered online information with its *Lexis*® and *Nexis*® services. A member of Reed Elsevier (NYSE: ENL)(NYSE: RUK) (www.reedelsevier.com), LexisNexis serves customers in more than 100 countries with 18,000 employees worldwide.

Reed Technology and Information Services Inc., a LexisNexis operating unit, provides a broad range of digital asset management services for both Commercial and Government clients. For pharmaceutical and other life sciences manufacturers, Reed Tech provides fully validated, high quality [Structured Product Labeling](#) (SPL) and [Product Information Management](#) (PIM) conversions and [related content management services](#). In addition, Reed Tech provides downstream manufacturing and marketing publishing composition services directly from the SPL XML. For the U.S. Patent and Trademark Office, Reed Tech processes all patent applications filed each year. For further information, visit www.reedtech.com.

Contacts

Reed Technology and Information Services Inc.
Mark Bayer, 215-441-6408
mbayer@reedtech.com