



# For Immediate Release

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## Gold Standard Has Been Sold to Elsevier

*United States Regulatory Approval Granted; Acquisition Officially Completed*

**New York, NY May 17, 2006** – Gold Standard, Inc., a premier US-based developer of online clinical drug information products, services and solutions to the healthcare market, has been sold to Elsevier, a leading global healthcare and scientific publisher, following approval of the acquisition today by the Federal Trade Commission (FTC). Housatonic Partners, a private equity firm focused on investments in the business services and media industries, has been the lead investor in Gold Standard since 2003. The Jordan, Edmiston Group, Inc. (JEGI), the New-York based investment banking firm for the media and information industries, represented Gold Standard in this transaction.

Founded in 1993 and based in Tampa, FL, Gold Standard employs 83 highly trained professionals with extensive experience in pharmacy practice, electronic publishing and software development. It is the only independent drug information company that is both 100% online and a major provider to over 1,000 hospitals, the largest retail pharmacy chains and consultant pharmacy organizations, leading health information Web sites, distinguished pharmacy and medical schools, and hundreds of thousands of healthcare professionals and consumers worldwide. The company is well known for its innovative approach to delivering clinical workflow tools to healthcare professionals where they need it most, at the point of care.

“I am pleased that our entire Gold Standard team will be able to continue its success in developing innovative clinical products and solutions for the healthcare industry,” stated Russ Thomas, CEO of Gold Standard. “The sale to Elsevier is an outstanding result for our company, and Jordan Edmiston provided superb representation to us throughout the process, leading to a very successful completion.”

“We are pleased to have partnered with the Gold Standard team over the past few years,” said Barry Reynolds, Managing General Partner of Housatonic Partners. “This transaction generates significant value for Gold Standard’s shareholders and is a big win for Gold Standard’s customers and the healthcare community as a whole.”

“The acquisition of Gold Standard provides Elsevier with a unique opportunity to enhance our e-clinical reference services and products,” said Brian Nairn, CEO, Health Sciences, Elsevier. “Adding Gold Standard’s high caliber drug content to our leading evidence-based decision support content will enable Elsevier to continue providing cutting edge information to support the overall efficiency and effectiveness of the healthcare community.”

### **About Elsevier**

Elsevier ([www.elsevier.com](http://www.elsevier.com)) is a world-leading publisher of scientific, technical and medical information products and services. Working in partnership with the global science and health communities, Elsevier’s 7,000 employees in over 70 offices worldwide publish more than 2,000 journals and 1,900 new books per year, in addition to offering a suite of innovative electronic products, such as ScienceDirect ([www.sciencedirect.com](http://www.sciencedirect.com)), MD Consult ([www.mdconsult.com](http://www.mdconsult.com)), Scopus ([www.info.scopus.com](http://www.info.scopus.com)), bibliographic databases, and online reference works.

Headquartered in Amsterdam, with offices worldwide, Elsevier is part of Reed Elsevier Group plc ([www.reedelsevier.com](http://www.reedelsevier.com)), a world-leading publisher and information provider.

### **About Gold Standard**

Based in Tampa, Gold Standard ([www.goldstandard.com](http://www.goldstandard.com)) is a leading developer of drug information databases, software and clinical information solutions. The Company's products are developed by a staff of highly trained professionals with extensive experience in pharmacy practice, electronic publishing and software development. Gold Standard's customers include over a thousand hospitals, the nation's largest retail pharmacy chains and consultant pharmacy organizations, state and federal agencies, the country's top pharmacy and medical schools, well-known health information Web sites, and hundreds of thousands of healthcare professionals and consumers worldwide.

### **About Housatonic Partners**

Founded in 1994, Housatonic Partners ([www.housatonicpartners.com](http://www.housatonicpartners.com)) is a private equity investment firm with over \$350 million in capital under management. Housatonic Partners invests in profitable companies in the business services and media industries and has offices in Boston and San Francisco.

### **About The Jordan, Edmiston Group, Inc.**

Founded in 1987, JEGI ([www.jegi.com](http://www.jegi.com)) of New York, NY is recognized as a leading provider of investment banking services on middle-market transactions in the media and information industries. JEGI's client base comprises a wide array of media and information companies, including global US and international diversified conglomerates and entrepreneurial businesses. JEGI also maintains extensive relationships with private equity funds and lending institutions that invest in the media and information industries.

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