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**First \$5,000 Qforma Lectureship Awarded to
University of New Mexico Professor**

SANTA FE, NM, October 8, 2009– Qforma, an advanced analytics and predictive modeling company, announced today that it has awarded its first-ever Qforma Lectureship, in the amount of \$5,000, to Shuang Luan, Ph.D., assistant professor of computer science and assistant joint professor of radiology at the University of New Mexico (UNM) in Albuquerque.

The Qforma Lectureship is awarded to a UNM Computer Science Professor who exhibits momentum toward building an internationally-recognized research program and who demonstrates great potential for attaining academic tenure at UNM.

“We are delighted that Dr. Luan has been chosen to receive the first Qforma Lectureship,” said Stephanie Forrest, professor and chairman of computer science at the University of New Mexico and research professor at the Santa Fe Institute. “Dr. Luan’s research on computational methods for therapeutic radiation oncology is exciting and promises to improve the clinical care of patients.”

The Qforma Lectureship competition, which will be held annually, supports the quality of UNM educational programs by attracting top talent to the school.

“At Qforma we are passionate about creating intelligent data software solutions that translate into improved health care and that ultimately benefit patients,” said Roger D. Jones, Ph.D., chief scientific officer of Qforma. “Dr. Luan clearly shares that passion, and we are proud to recognize and support his important research with the first Qforma lectureship.”

“Qforma’s roots are here in New Mexico, where the technology incorporated into our solutions was first developed at Los Alamos National Laboratories,” said Kelly D. Myers, CEO of Qforma. “It is only fitting that we initiate the Qforma Lectureship at the University of New Mexico, and continue the state’s legacy of scientific advancement.”

“I am truly honored to have been named the Qforma Lecturer in the UNM Computer Sciences Department,” said Dr. Luan. “It gives me great pleasure to learn that a company such as Qforma so generously sponsors education.”

About Qforma

Qforma is an advanced analytics and predictive modeling company specializing in solutions for the pharmaceutical and biotech industries. Qforma leverages the talents of physicists, mathematicians and programmers, and has developed a unique approach to quantifying large data flows with the purpose of eliminating the inefficiencies of traditional sales and marketing techniques. In May 2009, Qforma launched “Most Influential Doctors” (MID), a first-of-its-kind online database presented by USA TODAY that provides consumers with information about the top community medical leaders in virtually every metropolitan area in the U.S. The database is available at www.influentialdoctors.usatoday.com.

Qforma is headquartered in Santa Fe, NM, with offices in: Boston, MA; Bucks County, PA; and Princeton, NJ. More information is located at www.Qforma.com.

About the University of New Mexico

The University of New Mexico (UNM) is the state's largest university, serving more than 34,000 students. UNM is home to the state's only schools of law, medicine, pharmacy and architecture and operates New Mexico's only academic health center. The Computer Science Department, founded in 1979, is an ABET-accredited, strongly interdisciplinary program offering B.S., M.S., and Ph.D. degrees. Prof. Luan is one of 17 research-active faculty in the department. UNM is noted for comprehensive undergraduate programs and research that benefit the state and the nation.

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