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Tailwind Capital Invests in SDI Health LLC

Tailwind invests in leading healthcare and analytics provider.

New York (Business Wire) – Tailwind Capital, a private equity firm focused on growing companies in the healthcare, business services, and media/ communications sectors of the middle market, announced today that it has completed an investment in SDI Health (“SDI”). SDI is a leading healthcare analytics provider based in Plymouth Meeting, PA. Tailwind joins founder Andrew Kress and Philadelphia- based LLR Partners as investors in the Company.

“We look forward to working with Tailwind and LLR to build the foremost healthcare information and services company,” said Andrew Kress, CEO of SDI. “Tailwind’s expertise and experience in working with growth businesses in the healthcare and business services industries will be invaluable as we continue to broaden our industry coverage and expand the breadth and depth of data and services we provide our clients.”

SDI is the leader in healthcare data integration, custom analytics, and reporting of patient- level data including de- identified, longitudinal patient- level information. The Company provides a wide range of near real- time healthcare informatics and market research to its clients, which include all of the top 50 pharmaceutical/ biopharmaceutical manufacturers, medical and surgical device manufacturers, retailers and manufacturers of consumer packaged goods, the federal government, financial institutions, media groups, and other top healthcare companies.

“SDI is well- positioned to benefit from the changes in healthcare over the next decade, building on its strong market position collecting, analyzing and evaluating complex data on behalf of pharmaceutical, healthcare, and government clients. We are pleased to have the opportunity to provide capital for future growth and expansion by investing with SDI and its founders,” said Douglas Karp, Managing Partner of Tailwind Capital and Howard Ross, Partner of LLR Partners.

About SDI

Since 1982, SDI has been delivering innovative healthcare data products and analytic services to the pharmaceutical, biotech, healthcare, medical device, financial services, and consumer packaged goods industries. SDI is the leading provider of de- identified patient- level data analytics and offers a broad array of solutions and insights across the continuum of care. These include custom and syndicated patient- level data studies; localized disease and treatment surveillance and projection; market research audits; healthcare profiles; comprehensive managed care offerings; clinical trial optimization; direct- to- patient pharmacy programs; marketing effectiveness; sales targeting and compensation products; data integration, warehousing, and mining; list services; and direct marketing services. Its current roster includes the top 50 pharmaceutical/ biotech companies. www.sdihealth.com

About Tailwind Capital

Tailwind Capital is a leading private equity firm investing in growth- oriented middle market companies in the healthcare, business services, and media/ communications sectors. Tailwind partners with management teams to build businesses through organic growth, strategic acquisition, and operational improvement. The firm currently has over \$1 billion under management. Representative Tailwind investments include VersaPharm (generic pharmaceuticals), Aircast (orthopedic devices), Freedom Innovations (prosthetic devices), TowerCo (wireless infrastructure), Archway (marketing logistics), and Trover Solutions (insurance services). www.tailwind.com

About LLR Partners

LLR Partners, a leading private equity firm based in Philadelphia, PA, provides capital to middle market growth companies with proven business models in a broad range of industries including healthcare, financial, and business services, information technology, and education. With over \$1.4 billion under management, LLR is flexible in its approach, taking minority or control positions, and leading transactions ranging from expansion and growth capital to shareholder recapitalizations and buyouts. www.llrpartners.com

