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**FOR IMMEDIATE RELEASE**

### **PPD to Sponsor Beach2Battleship Iron Distance Triathlon**

*Event to spotlight vital role of clinical research participation in improving health, saving lives*

**WILMINGTON, N.C.** (June 28, 2010) – PPD, Inc. (Nasdaq: PPDI) announced today it will serve as title sponsor of the third annual Beach2Battleship Iron Distance Triathlon, an internationally recognized competition to be held in Wrightsville Beach and Wilmington, N.C., on November 13, 2010. The event has been renamed the [PPD Beach2Battleship Triathlon](#).

With more than 5,000 people expected to attend, the triathlon provides PPD an opportunity to educate spectators, participants and the public about the importance of people participating in clinical trials and the vital role of clinical research in improving health and saving lives. All proceeds from the event benefit the Wilmington Family YMCA.

“Throughout our 25-year history as a global leader in the clinical research industry, PPD has embraced the responsibility of corporate citizenship in Wilmington, our worldwide headquarters,” said David Grange, chief executive officer of PPD. “We are honored to support the PPD Beach2Battleship Triathlon, which benefits the Wilmington Family YMCA and educates the public about the importance of research in developing new medicines.”

The event starts in Wrightsville Beach, winds through New Hanover, Pender, Sampson and Bladen counties and ends at the USS North Carolina Battleship Memorial in downtown Wilmington. Last year’s triathlon was the largest fundraising event for the Wilmington Family YMCA and attracted 1,600 participants, representing 41 states and 12 nations. The annual event generates up to \$3 million in local economic impact, according to the Wilmington Convention and Visitors Bureau.

“This triathlon creates a strong economic development opportunity for Wilmington and attracts some of the world’s best athletes because we offer a great course, location and full community support,” said Wilmington Mayor Bill Saffo. “I am pleased PPD is generously supporting this event to help fund the Wilmington Family YMCA, an organization that delivers superior community-based programs.”

Wrightsville Beach Mayor David Cignotti said, "Wrightsville Beach is excited to be a part of the PPD Beach2Battleship Iron Distance Triathlon. With PPD as title sponsor, this healthy, family-oriented event is sure to be another huge success." He added, "Plus, the proceeds go toward a great organization, the Wilmington Family YMCA! We look forward to being a part of this growing tradition in the years to come."

Beach2Battleship was ranked one of the top five triathlons in the world by *Triathlete magazine* earlier this year. The event includes a 2.4 mile swim, a 112 mile bike ride and a 26.2 mile run, and it also offers a half triathlon course. The event is produced by Set Up Events, the nation's largest producer of triathlons, producing more than 90 triathlons in seven states with more than 40,000 competitors yearly. For more information on Beach2Battleship, visit [www.beach2battleship.com](http://www.beach2battleship.com), [www.ppd.com/beach2battleship](http://www.ppd.com/beach2battleship) or [www.setupevents.com](http://www.setupevents.com).

PPD is a leading global contract research organization, celebrating 25 years of providing drug discovery, development and lifecycle management services. Our clients and partners include pharmaceutical, biotechnology, medical device, academic and government organizations. With offices in 41 countries and more than 10,500 professionals worldwide, PPD applies innovative technologies, therapeutic expertise and a commitment to quality to help clients and partners accelerate the delivery of safe and effective therapeutics and maximize the returns on their R&D investments. For more information, visit [www.ppd.com](http://www.ppd.com).

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