



For Immediate Release

## **QLT Ophthalmics, Inc. Prepares for Growth with Cloud Computing CRM Solution from Veeva Systems**

PLEASANTON, CA. — June 8, 2010 — QLT Ophthalmics, Inc. (QOI), a wholly-owned U.S. subsidiary of QLT Inc. (NASDAQ: QLTI; TSX: QLT), selected Veeva System's multi-tenant SaaS CRM system built on the cloud computing model. QOI was formed by QLT Inc. in Q4 2009 to take over the sales and marketing of Visudyne® in the U.S. from Novartis Pharma AG ("Novartis"). Veeva CRM™ proved the only system flexible and scalable enough to meet QOI's rapidly growing needs, according to QOI's Director of Commercial Operations, Scott Jones.

"Veeva CRM is easily scalable, which was very important to us as we hope to scale-up our commercial operations as we bring new therapeutics to the market," said Jones. "Plus, the Veeva CRM system is as flexible in its pricing model as it is technologically. We didn't have to make a huge investment in Veeva up-front but when we are ready for more 'system' with additional functionality and seat licenses, we can pay incrementally to build on and not have wasted any money with our initial outlay."

The ophthalmic pharmaceutical company went live with the complete Veeva CRM suite in February. A multi-tenant SaaS application built on the cloud computing model, Veeva CRM requires no hardware or software to purchase, scale, or maintain. Plus, customers benefit from free, automatic upgrades every 90 days so users will always be working on the latest version of the software with the very latest compliance changes and system enhancements— all very appealing to small companies like QOI.

"We looked at most of the Pharma CRM vendors, but knew fairly quickly that Veeva was the best fit for us. The fact that they were able to implement the system in less than 6 weeks was the final feather in their cap," concluded Jones.

### **About Veeva CRM**

The Veeva CRM suite of applications, comprised of VBioPharma™, VMobile™, and VInsights™, is the life sciences industry's top multi-tenant SaaS-based CRM solution. As the foundation, VBioPharma offers multiple editions in one CRM product to accommodate the unique needs of various life sciences commercial teams. It is also the only Pharma CRM application to come pre-validated for PDMA and 21 CFR Part 11 compliance. The complete Veeva CRM suite gives customers the mobility and reporting solutions needed to drive user adoption and sales effectiveness.

### **About Veeva Systems**

Veeva Systems is the leader in multi-tenant SaaS-based solutions for the global life sciences industry. Veeva has dozens of customers ranging from the world's largest pharmaceutical companies with thousands of users to emerging biotechs commercializing their first products. Veeva customers achieve the fastest time to value through the deployment of fully functional applications that are flexible, simple to deploy, inexpensive to operate, and provide a superior user experience. Veeva is a privately-held company headquartered in Pleasanton, CA. For more information, visit [www.veevasystems.com](http://www.veevasystems.com).

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### **About QLT Ophthalmics, Inc. (QOI)**

QOI is a wholly-owned U.S. subsidiary of QLT Inc. QOI was formed to commercialize QLT pharmaceutical and device products for the ophthalmic community. QOI's current mission is to support and market Visudyne across the United States.

*Visudyne® is a registered trademark of Novartis AG.*

Certain statements in this press release constitute “forward looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995 and constitute “forward looking information” within the meaning of applicable Canadian securities laws. Forward looking statements include QOI's statements concerning its plans to scale-up its commercial operations if it brings new therapeutics to market; and statements which contain language such as: “assuming,” “prospects,” “hope,” “projects,” “believes,” “expects” and “outlook.” Forward-looking statements are predictions only which involve known and unknown risks, uncertainties and other factors that may cause actual results to be materially different from those expressed in such statements. Many such risks, uncertainties and other factors are taken into account as part of QLT Inc.'s assumptions underlying these forward-looking statements and include, among others, QLT's future operating results are uncertain and likely to fluctuate; the risk that future sales of Visudyne may be less than expected; QOI's ability to successfully market and sell Visudyne in the U.S.; the timing, expense and uncertainty associated with the regulatory approval process for products; uncertainties regarding the impact of competitive products and pricing; risks and uncertainties associated with the safety and effectiveness of products; risks and uncertainties related to the scope, validity, and enforceability of intellectual property rights related to our products and technology and the impact of patents and other intellectual property of third parties; general economic conditions and other factors described in detail in QLT Inc.'s Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and other filings with the U.S. Securities and Exchange Commission and Canadian securities regulatory authorities. Forward looking statements are based on the current expectations of QLT and QLT does not assume any obligation to update such information to reflect later events or developments except as required by law.