



Exact Sciences Selects Vodori's Pepper Flow to Support Commercialization of Cologuard

Pepper Flow supports Exact Sciences growth of sales and marketing materials while maintaining strict regulatory compliance

CHICAGO, IL – August 1, 2018 – Vodori, Inc., an innovator in life science content management, today announced the successful launch of Pepper Flow® at Exact Sciences, the makers of Cologuard®, an FDA-approved, non-invasive colorectal cancer screening test. Pepper Flow enables companies to review, collaborate, approve, and distribute materials efficiently and compliantly.

Due to the growing success of Cologuard and the increasing need for promotional content, Exact Sciences required a more robust internal review process that scales with its growth. Exact Sciences selected Pepper Flow due to its user-friendly design and Vodori's customer-centric R&D and service model. From project kickoff to the recent software launch, Exact Sciences committed a cross-functional team that drove the project's success through comprehensive change management, a robust internal communication strategy, and creative awareness building tactics.

“As Exact Sciences expands and demand for Cologuard increases, we are continuously improving our business,” said Kevin Parker, vice president, Commercial Operations for Exact Sciences. Exact Sciences team has doubled since 2016 and the company's revenues increased by 168% annually due to patient and provider awareness and demand for Cologuard. “As we grow, a key to our success is maintaining and improving on our processes, including how we review and approve promotional materials. Pepper Flow provides a flexible, scalable solution for managing the review of our promotional materials, helping us meet growing demand while increasing efficiency and ensuring compliance.”

Pepper Flow will play a crucial role for Exact Sciences, efficiently supporting commercialization of products while ensuring compliance across all promotional materials. “We're excited to partner with an organization so committed to changing the lives of its patients,” said Scott Rovegno, President & CEO of Vodori. “That Pepper Flow is able to support that process is why we are in business and we look forward to helping Exact Sciences win the war on cancer through early detection.”

About Exact Sciences

Exact Sciences Corp. is a molecular diagnostics company focused on the early detection and prevention of the deadliest forms of cancer. The company has exclusive intellectual property protecting its non-invasive, molecular screening technology for the detection of colorectal

cancer. For more information, please visit the company's website at www.exactsciences.com, follow Exact Sciences on Twitter @ExactSciences or find Exact Sciences on Facebook.

About Cologuard

Cologuard was approved by the FDA in August 2014 and results from Exact Sciences' prospective 90-site, point-in-time, 10,000-patient pivotal trial were published in the *New England Journal of Medicine* in April 2014. Cologuard is included in the American Cancer Society's (2018) colorectal cancer screening guidelines and the recommendations of the U.S. Preventive Services Task Force (2016) and National Comprehensive Cancer Network (2016). Cologuard is indicated to screen adults of either sex, 50 years or older, who are at typical average-risk for CRC. Cologuard is not for everyone; not for high risk individuals, including those with a family history of colorectal cancer, a personal history of cancer or advanced adenoma, IBD, and certain hereditary syndromes. Positive Cologuard results should be referred to diagnostic colonoscopy. A negative Cologuard test result does not guarantee absence of cancer or advanced adenoma. Following a negative result, patients should continue participating in a screening program at an interval and with a method appropriate for the individual patient. Cologuard performance when used for repeat testing has not been evaluated or established. For more information about Cologuard, visit www.cologuardtest.com. Rx only.

About Vodori

Since 2005, Vodori has helped clients in the life science industry market, sell, support and service their clients. Vodori builds, implements, and supports Pepper Flow for its customers. Pepper Flow is part of the Pepper Cloud® Product Suite, a hub of SaaS products that enables organizations to manage, approve, publish, and withdraw content on a global scale, all from one platform. For more information, visit www.vodori.com/pepper-flow.

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