Company Contact - Jim Dorsey
BioClinica, Inc.
267-757-3040

Trade Media – Rachel Summers
Diccicco Battista Communications
484-342-3600

Investor Contact - Michael Porter
Financial Media - Bill Gordon
Porter, LeVay & Rose, Inc.
212-564-4700

FOR IMMEDIATE RELEASE

CLINPLAN CHOOSES BIOCLINICA OPTIMIZER FOR CLINICAL SUPPLY CHAIN SIMULATION

NEWTOWN, PA, July 18, 2012 – BioClinica®, Inc. (NASDAQ: BIOC), a global provider of clinical trial management solutions has partnered with ClinPlan, LLC, a niche consulting and staffing provider to the biopharmaceutical industry, to deliver clinical supply simulation services in conjunction with BioClinica Optimizer, the only clinical trial supply forecasting tool that fine tunes and validates the mathematical optimization process using clinical trial simulation to more accurately eliminate unnecessary overage, minimize drug waste and reduce trial costs.

"We are honored to have been selected as ClinPlan's tool of choice for providing clinical supply chain simulation services to their clients," said Peter Benton, President of BioClinica's eClinical Solutions. "We look forward to growing our relationship and working closely with them in the years to come."

ClinPlan initially contacted BioClinica to hear more about offerings for clinical supply chain simulation. After learning more about the integration between BioClinica Optimizer and various Interactive Response Technology systems (IRT), ClinPlan entered into an agreement with BioClinica in April 2012 to partner with BioClinica for its current and future engagements. The companies have already begun working together on mutual customers.

"We could not be more thrilled to partner with BioClinica to deliver the best and most efficient solutions to our clients," said Spencer Comtois, Ph.D., Principal Consultant and CEO of ClinPlan. "BioClinica's services and best-in-class technology answer our customers' needs to maximize efficiencies across the clinical supply chain."

Peter Benton, President of BioClinica's eClinical Solutions stated, "BioClinica is always looking for opportunities to partner with the best and brightest in the industry. ClinPlan's services bring a fresh alternative to both our existing clients and potential customers. We are happy to pair our best-of-breed supply chain solutions with ClinPlan's experience and knowledge base to understand and meet client expectations."

By working collaboratively, both companies expect to develop new ways to integrate Optimizer into more clinical trials, eliminating unnecessary waste and minimizing the challenges that inevitably arise with managing the complexities of clinical supply chains.

Follow BioClinica on the Trial Blazers blog at http://info.bioclinica.com/blog, and on Twitter at http://twitter.com/bioclinica.

Follow ClinPlan on Twitter at http://twitter.com/clinplanman.

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About ClinPlan, LLC
ClinPlan is a niche consulting and staffing provider to the biopharmaceutical industry with a specific focus on the clinical supply chain. This unique organization services their customers by implementing robust processes and driving efficiencies when manufacturing, packaging and distributing investigational products for human clinical trials. With an extensive suite of time-tested processes and tools that can be tailored to a client's specific requirements, ClinPlan can help clients rapidly achieve compliance, realize efficiencies and accomplish significant cost savings. In addition, they have a team of passionate and seasoned professionals that are adept at processes implementation and management of clinical supply chain projects. By taking the approach of looking at the supply chain holistically, ClinPlan makes sure the solutions they provide are integrated from the demand gathering stage through to destruction of unused clinical supplies. ClinPlan operates a mobile business working at client sites or remotely at their corporate offices in Flemington, New Jersey. For more information, please visit www.ClinPlan.com.

About BioClinica, Inc.
BioClinica, Inc. is a leading global provider of integrated, technology-enhanced clinical trial management solutions. BioClinica supports pharmaceutical and medical device innovation with imaging core lab, internet image transport, electronic data capture, interactive voice and web response, clinical trial management and clinical supply chain design and optimization solutions. BioClinica solutions maximize efficiency and manageability throughout all phases of the clinical trial process. With over 20 years of experience and more than 2,000 successful trials to date, BioClinica has supported the clinical development of many new medicines from early phase trials through final approval. BioClinica operates state-of-the-art, regulatory-body-compliant imaging core labs on two continents, and supports worldwide eClinical and data management services from offices in the United States, Europe and Asia. For more information, please visit www.bioclinica.com

Certain matters discussed in this press release are "forward-looking statements" intended to qualify for the safe harbors from liability established by the Private Securities Litigation Reform Act of 1995. In particular, the Company's statements regarding trends in the marketplace and potential future results are examples of such forward-looking statements. The forward-looking statements include risks and uncertainties, including, but not limited to, the consummation and the successful integration of current and proposed acquisitions, the timing of projects due to the variability in size, scope and duration of projects, estimates and guidance made by management with respect to the Company's financial results, backlog, critical accounting policies, regulatory delays, clinical study results which lead to reductions or cancellations of projects, and other factors, including general economic conditions and regulatory developments, not within the Company's control. The factors discussed herein and expressed from time to time in the Company's filings with the Securities and Exchange Commission could cause actual results and developments to be materially different from those expressed in or implied by such statements. The forward-looking statements are made only as of the date of this press release and the Company undertakes no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstance. You should review the Company's filings, especially risk factors contained in the Form 10-K and the recent Form 10-Q.

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