Cognizant Deploys IT Infrastructure Services at Rodale to Reduce Costs, Increase Efficiency, Improve Customer Experience

Global Media Company Leverages Cognizant's Advanced RIM 2.0 Remote Infrastructure Management Platform to Ensure Service Quality Excellence

TEANECK, N.J. and EMMAUS, Penn., Sept. 15 /PRNewswire-FirstCall/ -- Cognizant (NASDAQ: CTSH), a leading provider of consulting, technology, and business process outsourcing (BPO) services, has announced the successful deployment of its Remote Infrastructure Management platform, or RIM 2.0, at Rodale Inc., a global media company known for health and wellness lifestyle titles such as *Prevention, Men's Health*, and *Women's Health*.

Rodale selected Cognizant to transform its global IT infrastructure services. As a result, Rodale has increased operational efficiency, reduced total cost of ownership, enhanced the customer experience, and has better aligned its infrastructure to meet business needs. Cognizant's RIM 2.0 platform proactively monitors and manages Rodale's core IT infrastructure that houses business-critical applications, leveraging Cognizant's OnTarget™ ITIL-based service delivery framework for cost-effective operations management and service quality excellence.

"Cognizant brought Rodale deep expertise, proactive guidance, and a metrics-driven culture that will allow us to take our infrastructure to a new level," said Ken Citron, Chief Information Officer and EVP, Publishing Operations. "Their willingness to build a true partnership and solve problems has been invaluable."

"We believe Rodale's selection of Cognizant speaks to our domain expertise and our ability to seamlessly leverage an ITIL-compliant platform across a global delivery network, taking remote infrastructure management to the next level," said Robert Boles, Vice President, IT Infrastructure Services at Cognizant. "Our RIM 2.0 framework enables Rodale not only to reduce costs significantly, but also to achieve greater visibility into operations, enhanced workflow automation, overall operational maturity improvements, and highly flexible sourcing options with our productized managed services."

In an independent April 2009 report by Forrester Research, Inc., "The Forrester Wave™: Global IT Infrastructure Outsourcing, Q1 2009," Cognizant was named a leader.

About Rodale Inc.

Rodale is a global media company with a heritage, mission, and authority dedicated to the health and wellness of the individual, community, and planet. Through a broad portfolio of leading media properties, Rodale reaches more than 70 million people around the world through multiple distribution channels, including magazines, books, online, e-commerce, direct-to-consumer, and video. The company publishes some of the best-known health and wellness lifestyle magazines, including *Men's Health*, *Prevention*, *Women's Health*, *Runner's World*, *Bicycling*, *Running Times*, and *Organic Gardening*, and is the largest independent book publisher in the United States, with a collection of bestselling titles, including Al Gore's *An Inconvenient Truth*, *Flat Belly Diet*, and *Eat This, Not That!* Rodale is also a leader in direct-response marketing and has more than 25 million active customers in its database. www.rodaleinc.com

About Cognizant's IT Infrastructure Services

Cognizant's IT Infrastructure Services (IT IS) practice offers a comprehensive portfolio of managed services and consulting offerings that span enterprise computing, end-user computing, infrastructure security, and network and convergence services. With extensive industry domain expertise and next-generation RIM 2.0 services, which include Cognizant's industry-leading OnTarget™ ITIL-based platform and unique Operations Maturity Model, Cognizant IT IS helps clients reduce infrastructure management costs, mitigate risk, and improve business performance.

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services. Cognizant's single-minded passion is to dedicate our global technology and innovation know-how, our industry expertise and worldwide resources to working together with clients to make their businesses stronger. With over 50 global delivery centers and more than 64,000 employees as of June 30, 2009, we combine a unique onsite/offshore delivery model infused by a distinct culture of customer satisfaction. A member of the NASDAQ-100 Index and S&P 500 Index, Cognizant is a Forbes Global 2000 company and a member of the Fortune 1000 and is ranked among the top information technology companies in BusinessWeek's Hot Growth and Top 50 Performers listings. Visit us online at www.cognizant.com.

Forward-Looking Statements

This press release includes statements which may constitute forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, the accuracy of which are necessarily subject to risks,

uncertainties, and assumptions as to future events that may not prove to be accurate. Factors that could cause actual results to differ materially from those expressed or implied include general economic conditions and the factors discussed in our most recent Form 10-K and other filings with the Securities and Exchange Commission. Cognizant undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

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