



press release

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For immediate release

ZOOMMED LAUNCHES ITS FIRST "PROFESSIONAL PROGRAM" INTENDED FOR PHARMACIES THROUGHOUT CANADA

Brossard, April 18, 2008 – **ZoomMed** (TSX-Venture Exchange: **ZMD**), developer of the **ZRx Prescriber** intended for physicians, is proud to announce the signature of a principal agreement, regarding a Professional Program ("Program") for Pharmacies, with **Pharmascience Pharmaceutical company**. The Program aims to improve the quality and safety; 1) of prescription processing and 2) distribution of drugs in Official Pharmacies, Pharmacy Chains and Pharmacy Banners ("Pharmacies") throughout Canada. Pharmascience, in collaboration with **ZoomMed**, will be able to offer the Program to more than 7,600 Pharmacies throughout Canada, via its Marketing Team.

The Principal Agreement is structured into various phases along with objectives to attain, such as the implementation and success of Pilot Projects, the assessment of the value of the Program for Pharmacies and the signature of a Final Agreement

The final agreement with Pharmascience could generate incomes of approximately \$3.5 million dollars, for **ZoomMed**.

The implementation of the Agreement will soon be set in motion with Pilot Projects, conducted with two major Pharmacy Chains in Canada.

Within the framework of this Program, **ZoomMed** will develop and implement a Prescription Data Capture System at the participating Pharmacies. This system, combined with the **ZRx Prescriber**, aims at reducing Medical Prescription Errors (illegible handwriting, incorrect dosage and drug interactions), in a significant way. Since, each year in Canada, Medical Prescription Errors lead to 700 fatalities and 150,000 hospitalizations, the Program will greatly improve the efficiency of the Healthcare System. Controlling Medical Prescription Errors will also contribute, within the Canadian Healthcare sector, to potential annual Healthcare costs savings in excess of \$613 million.

The implementation of this Professional Program, in collaboration with such a partner as Pharmascience, represents a very big step for **ZoomMed**. Our Team has been able to develop highly reliable and easy to use Systems. They will allow a much more convivial communication between the Physicians and the Pharmacists, and will substantially reduce illegible handwriting and reading Prescription errors." stated Mr. Yves Marmet, President and Chief Executive Officer of **ZoomMed** Inc.

Since the **ZRx Prescription** launch, one and a half years ago, nearly 2,000 doctors adopted it, making it the most widespread Electronic Prescriber in Canada.

About the ZRx Prescriber

The « **ZRx Prescriber** » is a Web application that runs on a pocket computer or a PC. The tool is used by physicians to write and make available prescription information to pharmacists, allowing them to access and receive the online information, via a secure network, and to authenticate it using a unique bar-code printed on the physician's signed copy.

As well, the "**ZRx Prescriber**" offers physicians, a portable source of medical information, provided by pharmaceutical corporations and private or public organizations which will adopt this new revolutionary communication tool. Clinical studies, scientific discoveries, launching of new products, training, important medical alerts and more, are all possible ways the system can be used by thousands of physicians across the country.

About Pharmascience

Pharmascience Inc. is a private company specializing in the manufacturing and distribution of generic, innovative, and consumer brand products, in Canada and throughout 60 other Countries. Pharmascience is the only major Company based in Quebec and one of the only two Canadian Generic Pharmaceutical Companies. Pharmascience is the leading employer in the Quebec pharmaceutical market, providing more than 1,000 quality jobs. The company is also characterized by its diversified and constantly increasing range of pharmaceutical niche and mass products, as well as its innovative professional services.

FOR FURTHER INFORMATION ON ZOOMMED, the distribution and/or integration of the **ZRx Prescriber** to your solution and the Professional Allowance Program, contact us through the following. You can also visit www.zoommed.com.

The TSX Venture Exchange does not assume any responsibility for the adequacy or accuracy of this press release.

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