



# press release

## Press release

For immediate release

### ZOOMMED INC. - PULSE RX LTC PHARMACY CHOOSES THE ZRx PRESCRIBER

**Brossard, April 22, 2008** – **ZoomMed** (TSX-Venture Exchange: **ZMD**), developer of the **ZRx Prescriber** intended for physicians, is proud to announce the signing of the **ZRx Prescriber** Software Licence Agreement with **Pulse Rx LTC Pharmacy**, which specialises in Clinical Pharmacy Services for Retirement Homes and Long-Term Care facilities in Ontario.

“Within the framework of this Agreement, **ZoomMed** will implement a Prescription Data Capture System at Pulse Rx LTC Pharmacy. This system, combined with the **ZRx Prescriber**, will allow a much more convivial communication between the Physicians and the Pharmacists, and will substantially reduce illegible handwriting and reading of Medical Prescription errors.” stated Mr. Yves Marmet, President and Chief Executive Officer of **ZoomMed** Inc.

“At Pulse Rx, we consider pharmaceutical knowledge and consultative services paramount, and we reinforce these with the most up-to-date dispensing systems and emergent software applications available. We will consistently strive to develop more innovative and efficient systems to help our clients attain their goals.” , stated Mr. Rick McGlone, President of Pulse Rx LTC Pharmacy.

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 fill out prescriptions and make them available to pharmacists, who can view them online via unique barcodes and confirm them using the physician's signed copy. Prescription errors (illegible handwriting, incorrect dosage, drug interactions) lead to 700 fatalities and 150,000 hospitalizations every year in Canada, representing \$613 million in additional healthcare costs.

The « **ZRx Prescriber** » also gives physicians access to a portable source of medical information generated by the pharmaceutical companies and private or public organizations that use this revolutionary new communication tool. Thanks to the « **ZRx Prescriber** », thousands of Canadian physicians can now have access to vital information such as clinical studies, scientific discoveries, new product launches, medical training information and major medical alerts.

**FOR FURTHER INFORMATION ON PULSE RX LTC PHARMACY**, and their services, please visit the Web Site; [www.pulserx.ca](http://www.pulserx.ca).

**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 our Web Site; [www.zoommed.com](http://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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