



press release

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For immediate release

ZOOMMED FORMS A SUBSIDIARY IN THE UNITED STATES: ZoomMedUSA Inc.

Montreal, Canada, August 24, 2009 - **ZoomMed** Inc. (TSX VENTURE: ZMD), creator of the **ZRx Prescriber**, announces that it has registered an American subsidiary under the name **ZoomMedUSA** Inc. in order to export the **ZRx Prescriber** to the United States.

Following the economic stimulus bill put forward by President Barack Obama and ratified in February 2009 (Economic Stimulus Package), stating that \$19 billion will be invested to modernize health information technology systems, including electronic prescription systems, **ZoomMed** intends to benefit from this opportunity.

The reason behind the registration, right away, of an American subsidiary, rests on the fact that the **ZRx Prescriber** has to be approved by different American organisations which require a presence in the United States, such as SureScripts, the largest electronic prescribing network in the United States (www.surescripts.com) and « Certification Commission for Health Information Technology (CCHIT) » a health information technology certifying body officially recognized by the American government.

The creation of **ZoomMedUSA** will require no significant additional resources, neither human nor financial, since:

- (i) The certifying process and the modifications to the **ZRx Prescriber** will be done by the actual development team located in Brossard. Thanks to the **ZRx Prescriber**'s flexible technology, we do not foresee any difficulties in achieving these tasks and;
- (ii) **ZoomMed** will not operate **ZoomMedUSA** until it signs a partnership or distribution agreements, for the **ZRx Prescriber** deployment, with one or more American corporations. Discussions with a few well positioned American companies which showed noticeable interest are already in progress.

As planned, **ZoomMed** moves on with its Canadian marketing strategy. The amount of physicians choosing the **ZRx Prescriber** increases constantly, Pharmaceutical corporation contracts and requests for proposals are also increasing.

Furthermore, **ZoomMed** is actually launching an intensive marketing campaign targeting Quebec's pharmacists, in order to promote our « **e-Pic** communication Network » which allows communication and prescription information exchange between physicians and pharmacists. This campaign includes a mass mailing of Informational documentation to more than 1,800 pharmacies.



About the ZRx Prescriber

ZoomMed developed the **ZRx Prescriber**, a technically innovative Web application that enables physicians to use wireless devices such as the iPod Touch™, iPhone™, and other PDA's or desktop computers to rapidly generate prescriptions. The **ZRx Prescriber** is quick, efficient and intuitive. Since it is a stand-alone product, it can easily be integrated into any Electronic Medical Record software (EMR).

For more information on ZoomMed: Yves Marmet, President and Chief Executive Officer, 450-678-5457 (228), info@zoommed.com or visit the web site www.zoommed.com

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