



## PRESS RELEASE

FOR IMMEDIATE RELEASE

### ZOOMMED ENTERS INTO A MAJOR STRATEGIC ALLIANCE WITH A HEALTHCARE SERVICE PROVIDER TO PENETRATE THE US MARKET

Montreal, July 26, 2011 - **ZoomMed inc.** ( **TSX Venture Exchange : ZMD**) is thrilled to announce that its wholly owned subsidiary, **ZoomMed USA**, has entered into a major strategic alliance agreement with a Healthcare service provider, an industry leading web based healthcare provider which offers a comprehensive connectivity solution to approximately 30,000 american physicians.

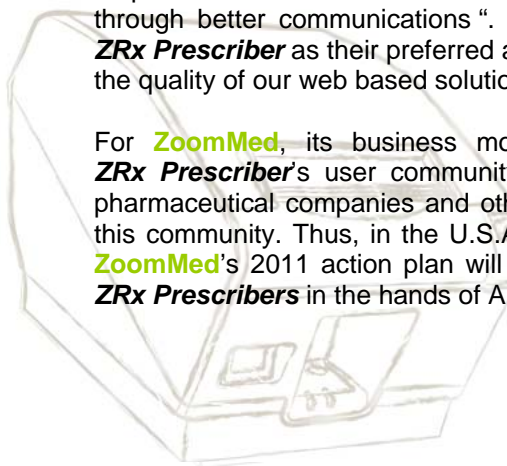
Compared to the Canadian market, 30,000 physicians represent the equivalent of all active physicians in Quebec and Ontario combined, and 60% of all canadian physicians.

The agreement provides that **ZoomMed's** own web-based e-Prescribing platform "**ZRx Prescriber**" will be interfaced with this new partner solutions and will be positioned on its portal as their exclusive e-Prescribing solution to the physicians visiting or using the portal.

By interfacing their respective solutions, the Healthcare provider will complement its state of the art portfolio of solutions offered to its clients and **ZoomMed** will gain a technologically simple and privileged access to an impressive network of physicians and institutions. This being so, each party will gain in consolidating and expanding their market as each of them will continue exploiting independently their respective business model within this market. Statistically, only 25% of American physicians use technology such as e-Prescribing solutions, so the market opportunities are huge for both the healthcare provider and **ZoomMed**.

Yves Marmet, President and CEO of **ZoomMed inc.** commented: " I am particularly proud of this major strategic alliance, which will facilitate and definitely confirm the introduction of our **ZRx Prescriber** into the huge American physician's community by providing them with instant access to our application on a portal accessed by over 30,000 MDs. Physicians have the utmost respect and confidence in this healthcare provider and its mission to provide " Better healthcare through better communications ". They know that if this healthcare provider has selected the **ZRx Prescriber** as their preferred and exclusive e-Prescribing solution, it has to be a testimony to the quality of our web based solution. "

For **ZoomMed**, its business model will continue to leverage the strategic value of the **ZRx Prescriber's** user community for a series of potential partners and sponsors, such as pharmaceutical companies and others, wishing to offer their services, content or information to this community. Thus, in the U.S.A. the value of this strategic positioning is huge. Accordingly, **ZoomMed's** 2011 action plan will continue to be, as previously stated: "putting as many of its **ZRx Prescribers** in the hands of American doctors and this as soon as possible".





## About ZoomMed

**ZoomMed's** developed the **ZRx Prescriber**, a technological innovative Web application that enables physicians to use a wireless device, such as the iPod Touch™, iPhone™, iPad™, Google Android™, other PDA's or computers, to write and rapidly deliver scripts. The **ZRx Prescriber** is quick, efficient and intuitive. Since it is a stand-alone product, it can easily be integrated to any Electronic Medical Record application (EMR). Furthermore, **ZoomMed** also offers "PraxisLab" a new application that enhances all aspects of the prescription filling process and the complete pharmacists patient file management. PraxisLab uses state-of-the-art protocols and up-to-date software standards, allowing high compatibility with existing software, as well as new generation software.

For further information on **ZoomMed**, contact Mr. Yves Marmet, President and Chief Executive Officer (450) 678-5457, Ext 228, [info@zoommed.com](mailto:info@zoommed.com) or visit our Web Site; [www.zoommed.com](http://www.zoommed.com).

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