



# press release

## Press release

For immediate release

### GOOD RESPONSE FROM PHARMACISTS JOINING THE **e-Pic** NETWORK AND NEW PHARMACEUTICAL CONTRACTS

**Montreal, January 28, 2010 - ZoomMed Inc. (TSX Venture Exchange: ZMD)**, creator of the **ZRx Prescriber**, the **e-Pic** communication network and the **ZRx Pharma** communication network have had a very good response from pharmacists joining the **e-Pic** communication network since its launch last December signing \$352,500 of new contracts for its ZRx Pharma communication network since November 20, 2009.

"We are very proud of the response we have from pharmacists since the launch of our **e-Pic** communication network that allows doctors, at the request of their patients, to deliver prescription information directly to pharmacists.", commented Mr. Yves Marmet, President and CEO of **ZoomMed** inc. "We have a unique product which brings enormous benefits for the pharmacist, the physician and the patient. Pharmacists and physicians are under tremendous pressure due to increasing numbers of customers taking more and more medication. Our system tends to effectively reduce this stress by eliminating among other things the need to transcribe information from the prescription to the pharmacy management system, minimizing human error, which now kills more than 700 patients and causes 150,000 hospitalizations per year in Canada," adds Mr. Marmet.

"As for our communication network, ZRx Pharma, we continue our momentum signing, agreements totaling \$1,808,200 since the beginning of our fiscal year. The network has gained notoriety in the past 12 months, proving beyond any doubt that we have an effective communication system appreciated by physicians. ", adds Mr. Marmet.

#### About the ZRx Prescriber

**ZoomMed** developed the **ZRx Prescriber**, a technologically innovative Web application that enables physicians to use a wireless device, such as the iPod Touch™, iPhone™, other PDA's or computers, to rapidly write and 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).

#### About the e-Pic communication network

**ZoomMed's e-Pic** communication network allows intercommunications between physicians who use the **ZRx Prescriber** and pharmacists who are members of the network. Thus, physicians and pharmacists can transfer, capture (scan), and electronically receive prescription information and prescription renewal information through this high speed and entirely secure network.



### About the ZRx Pharma communication network

ZRx Pharma communication network, the new revolutionary communication tool, allows information dissemination and intercommunication between pharmaceutical corporations and physicians using the **ZRx Prescriber**, such as; continuing medical education, new product launches, medical training, major medical alerts, clinical studies and surveys.

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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