



# press release

## Press release

For immediate release

### REXALL AMONG FIRST TO ADOPT ZOOMMED ZRx PRESCRIBER IN COMMUNITY PHARMACY

**Innovative pilot project utilizes technology proven to improve patient care and the communication between pharmacists and physicians**

**(Montreal, Quebec) – August 5, 2008** – **ZoomMed** (TSX-Venture Exchange: **ZMD**) - developer of **ZRx Prescriber** has partnered with Rexall, to introduce an e-prescribing pilot program in selected Rexall and Rexall Pharma Plus pharmacies beginning this summer in Toronto, Mississauga, Keswick, Edmonton, and Calgary to improve communication processes between pharmacists and physicians.

"This agreement between **ZoomMed** and Rexall aims to integrate the **ZRx Prescriber** solution to the Rexall dispensary application (ProPharm) and launch the connection between the growing number of doctors (almost 2,000 in Canada) who have chosen **ZoomMed's ZRx Prescriber** and selected Rexall pharmacies." stated Mr. Yves Marmet, President and Chief Executive Officer of **ZoomMed** Inc. "Katz Group Canada Ltd. Network, the "Rexall family of pharmacies" includes 1,700 pharmacies across Canada. In line with our business plan, Rexall's strong presence in the western provinces, will strengthen and accelerate our next major deployment of the **ZRx Prescriber** out west." added Mr. Yves Marmet.

"One of the greatest investments we can make to improve patient care is in technology. This is one of our key focuses at Rexall," said James Beaumariage, Senior Vice President, Pharmacy, Rexall. "We look forward to collaborating with **ZoomMed** and strengthening our ability to provide the best possible patient care in our pharmacies with e-prescribing."

"There are proven benefits to the patient from e-prescribing including the potential to reduce the incidence of medication and dispensing errors due to illegible prescriptions. Technological advances such as this can further integrate health care delivery between professionals to the advantage of the patient. I am impressed that a national chain such as Rexall is taking such a progressive initiative into their community pharmacies. It has the promise to substantially improve care," said Dr. Arif Bhimji, President of Medicentres, a network of 24 medical clinics in Edmonton and Calgary.

E-prescribing, a convenient way for physicians to send patient prescription information to their pharmacy electronically using a PDA, has been found to cut total prescribing errors by 66%, dosing errors by 43% and reduce events where patients were harmed by 37%. In Canada, there is an estimated cost of \$613 million per year as a result of medication errors. It is believed that 150,000 people are hospitalized each year due to medication errors resulting in 700 deaths. E-prescribing has also been shown to increase patient medication adherence by more than 11%, a critical component to a patient's overall health.\*

### About ZoomMed and 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. 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.

### About Katz Group Canada Ltd. and Rexall

Established in 1990, Katz Group is one of Canada's largest privately owned companies, among the largest chain drug store companies in North America and the largest pharmacy retail network in Canada. Pharmacy banners Rexall, Pharma Plus, The Medicine Shoppe Pharmacy, Guardian, and I.D.A. in Canada. Katz Group also owns Drug Trading Company Limited, and ProPharm Limited. Rexall Brand is Katz Group's exclusive private label brand, available in all Katz Group banner pharmacies in Canada. "Rexall family of pharmacies" is Katz Group's umbrella brand uniting Katz Group's core banner pharmacies in Canada under one nationally recognized symbol of excellence in pharmacy care.

\* Sources available upon request.

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