



press release

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For immediate release

ZOOMMED GETS ITS SURESCRIPTS® CERTIFICATION AND IS SET TO TACKLE US MARKET

Montreal, November 8, 2010 - ZoomMed Inc. (TSX: ZMD), is pleased to announce that its wholly owned subsidiary, ZoomMed USA has obtained SureScripts® certification for its **electronic ZRx Prescriber**, thereby making it a provider member of the national electronic prescribing network, SureScripts® U.S., which operates in 50 states and the District of Columbia.

"This certification gives us full access to the U.S. market of electronic prescribing which is ten times larger than the Canadian market," said Yves Marmet, President and CEO of ZoomMed. "Moreover, this is a fast growing market as a result of the recent U.S. government's legislation (HITECH act) which provides incentive programs to economically stimulate physicians to electronically transmit prescriptions and which also penalizes those who delay implementation as of 2012".

"We have just gone through a difficult but fundamental challenge regarding our strategy of expansion and market positioning."

The SureScripts® network is the platform for exchanging electronic prescriptions and related information thereby bringing together key stakeholders associated with pharmacotherapy, including physicians, pharmacists and pharmacy benefit managers. SureScripts® network was designed and created on the initiative of most U.S. pharmacy chains (NACDS) and pharmacy benefit management (PBM) companies, which merged their respective networks in 2008.

The U.S. market represents a huge potential:

- In 2009, 190 million prescriptions were transmitted electronically, an increase of 181% over the 61 million in 2008. However, only 12% of total eligible prescriptions were transmitted electronically in 2009;
- In 2009, 156,000 prescribers generated electronic prescriptions which represented an increase of 109% over the 74,000 in 2008. However, 75% of physicians are actually not equipped to electronically transmit their prescriptions;
- 85% of all pharmacies in the USA are already setup to receive electronic prescriptions from prescribers and are connected to the SureScripts® network.

The SureScripts® network of certified service providers is divided into three main categories:

- Suppliers of electronic medical record solutions (EMR) which developed their own electronic prescribing solution;
- A few providers which offer "standalone" electronic prescribing solutions on the market;
- 33% of providers of electronic medical record solutions (EMR) who prefer to integrate, under license, a "standalone" prescribing solution by reaching agreements with those providers.

ZoomMed strategically chose to focus on developing a "standalone" electronic prescribing solution, the ZRx, with our choice being justified in two ways:

- The market for this module is more interesting because it corresponds to the most concrete and most pressing health professionals and Payers needs;
- Incentives programs particularly encourage the acquisition of this module.

ZoomMed opted to focus on rapidly developing the most effective electronic prescriber, rather than diluting our efforts in developing clinical solutions that have a much longer acceptance cycle among professionals and are not necessarily essential to the business model of **ZoomMed**.

In the USA, like in Canada, **ZoomMed**'s business model will rely primarily on the strategic value of the **ZRx's prescriber** integration with a series of potential partners all wishing to submit their services, content or information to this user community. The 2011 US action plan for **ZoomMed** will be to put as many American prescribers on the ZRx platform as soon as possible.

Here's why and how it plans to succeed.

- The Web based **ZRx prescriber** will be available to prescribers via their own PDA or Smartphone (iPhone, iPad, iPod, Blackberry...);
- The **ZRx prescriber** is much more efficient and easier to use than the eRx solutions that have been on the market for a long time;
- The greatest competition to all eRx solutions remains the pen and the prescription pad. Still, 75% of the prescribers prescribe manually despite the costs and risks of clinical errors it could cause. That is simply because it's easier and faster than the existing solutions on the market. **ZoomMed** took up that challenge by allowing a physician to generate an electronic prescription in less than 15 seconds, on a device that they may be familiar with.
- **ZoomMed** intends to enter into agreements with electronic medical records (EMR) vendors so that they incorporate, via sublicenses, the **ZRx Prescriber** as their electronic prescribing module for their installed customer base.

Alongside the development of this community of users, **ZoomMed** intends, in the following months, to enter into strategic agreements with partners who show great interest in the health care market.

Lastly, Mr. Marmet said: "The biggest supporters of our **ZRx Prescriber** in Canada have been the doctors themselves and I am sure it will be even more obvious in the United States as that environment promotes more "free enterprise" and "free choice" for the prescriber community. After all, a simple, fast, effective and free of any bureaucracy solution, is exactly what is: the American way?"

About ZoomMed

The **e-Pic network** aggregates communications and allows patients, physicians, pharmacists and pharmaceutical corporations to interact, thus enhancing healthcare stakeholder's efficiency. In close connection with this network, the **ZRx Prescriber** is a web application that runs on a wireless device or computer. Thanks to this tool, a prescriber can write a prescription (with embedded bar code) enabling pharmacists to access (scan) and retrieve script information on line. The **ZRx Prescriber** is also, for the prescriber, a mobile source of information coming from the pharmaceutical corporations, as well as from private and public institutions.



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About Surescripts (USA)

Surescripts® operates the nation's largest e-prescription network and supports a rapidly expanding ecosystem of health care organizations nationwide. Surescripts was founded on the principles of neutrality, transparency, interoperability, efficiency, collaboration and quality. Surescripts connects prescribers in all 50 states through their choice of e-prescribing software to the nation's leading payers, chain pharmacies and independent pharmacies. Available during emergencies or routine care, the Nation's E-Prescription Network gives health care providers secure, low-cost, electronic access to prescription and health information that can save their patients' lives, improve efficiency and reduce the cost of health care for all. For more information, go to www.surescripts.com.

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

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