



press release

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For immediate release

ZOOMMED EXHIBITING ITS ZRx PRESCRIBER AT HIMSS 2011

Montreal, February 9, 2011 - **ZoomMed Inc. (TSX-V: ZMD)**. **ZoomMed** is pleased to announce it will be exhibiting its **ZRx electronic prescriber** at the 2011 Annual Healthcare Information and Management Systems Society (HIMSS 2011) Conference & Exhibition, Booth #1881, which will be held from February, 20th to the 24th, 2011, in Orlando, Florida. Some 29,000 healthcare industry professionals and 900 exhibitors are expected to attend and discuss cutting-edge technology and innovative healthcare solutions designed to improve patient care.

ZoomMed will be using this industry gathering to pursue discussions with strategic partners and potential distributors that have shown great interest in integrating ZRx in their own portfolio of Healthcare solutions for U.S. medical clinics.

Since obtaining its Surescripts® certification on November 2010, **ZoomMed** has been actively pursuing strategic business opportunities with its wholly owned subsidiary **ZoomMed USA**.

"This certification gave us full access to the huge U.S. market of electronic prescriptions, 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 U.S. government recent legislations "HITECH act" , providing within Medicare, incentive programs to economically stimulate physicians to electronically transmit prescriptions, but also, as of 2012, penalize those who are delaying to do so. So our inception in the US market could not have come at a better time."

He added: "the response to our **ZRx electronic prescriber** has been extremely positive, as much from medical clinics and physicians themselves and from suppliers of Electronic Medical Record (EMR) who want to integrate the **ZRx Prescriber** in their overall solution and therefore becoming licensed distributors. We were convinced that the American market would be impressed by our prescriber. In my opinion, no other prescriber offers such speed (script completed in 15 seconds), user friendliness and full mobility. I am quite confident that we will come back from Orlando, with a good idea of who we will be partnering with to rapidly play a significant role in the American healthcare industry."

About HIMSS

HIMSS is the leading North American trade show dedicated to the Healthcare information technology industry, drawing close to 30,000 industry professionals from the US, Canada and around the world. It is organized by the Health Information and Management Systems Society (HIMSS) a non-profit organization whose mission is to lead healthcare transformation through optimal use of Information technology. The 2011 HIMSS Conference & Exhibition will be held at the Orange County Convention Center in Orlando, Florida, Feb. 20-24.

For further information on HIMSS, visit Web Site; www.himss.org



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).

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.

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