

WebMD Co-Founder Aims to Change the Way Drug Samples are Dispensed

Rochester, MI – September 21, 2009 –Blake Whitney, former president and founding member of WebMD, announced the launch of SampleMD™-- a new, downloadable virtual “drug sample cabinet” that allows doctors and staff to print or electronically send sample vouchers and co-pay coupons right to pharmacies directly from their desktops.

“With up to 40% of physicians no longer seeing drug reps, along with increasing compliance factors associated with distributing physical drug samples, doctors’ offices are looking for a better way to help their patients get started on a brand drug” Whitney stated.

SampleMD intends to be that solution.

Doctors and health providers will download the SampleMD™ application right on to their desktops or access it through their Electronic Medical Records system to search, print or electronically dispense drug samples and co-pay coupons through a national network of pharmacies. This minimizes the need for physician offices to manage and store physical drug samples by offering a more convenient and efficient way to allocate, administer and report needed samples and co-pay savings to their patients.

Doctors can also review a branded drug’s “formulary status” within the patients’ insurance plan to determine what level the product is reimbursed or available.

Unlike physical samples, SampleMD also provides on-going patient support through their automated communications and delivery of monthly co-pay savings to promote continued drug compliance for chronic conditions such as diabetes, heart disease and asthma.

SampleMD is owned by OPTIMIZERx Corporation (OTCPK: **OPRX**), of which Mr. Whitney serves on the advisory committee. Principal development has been led by Dr. Nilesh Patel, PhD and faculty within Oakland University.

The company expects to beta launch SampleMD within thousands of physician offices in early 2010. For more information on SampleMD, go to <http://www.beta.samplemd.com>.

About OPTIMIZERx Corporation

OPTIMIZERx provides unique platforms to help patients better afford and comply to their medicines and healthcare products, while offering pharmaceutical and healthcare companies effective ways to expand patient awareness, access and adherence to their brands. The Company's patient support website, www.OPTIMIZERx.com, and its permanent subscriber base, continue to grow each month and is quickly becoming the preferred way to access branded prescription savings and support programs. Additionally, OPTIMIZERx has developed OFFERx™, ADHERx™ and SampleMD™ to allow a more streamlined, effective way to create, promote and manage new trial, co-pay or adherence programs

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