

For Immediate Release

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MedVantx Launches First of Kind Pharmaceutical Integration Program That Creates Highly Personalized Therapy Combinations of Prescription, Over-The-Counter Medications and Diagnostic Tools at The Point of Care.

The MedVantx *RxConnect*[™] program creates integrated evidence-based therapy combinations within the primary care physician's workflow via the Company's proprietary automated ATM-like Sample Management System ("MedStart[™]").

SAN DIEGO February 17, 2010 – MedVantx, Inc., today announced the deployment of its innovative *RxConnect*[™] program across its network of 3,600 high prescribing primary care providers participating in the Company's integrated program of initial free medication therapy, consumer care management and home delivery program. This new program utilizes the Company's proprietary automated ATM like sample management system ("MedStart[™]") and new proprietary software algorithms to create real-time clinical combinations of prescription drug samples, over-the-counter medications, vitamins as well as relevant diagnostic tools within physicians' prescribing and sampling workflow. The program will assist physicians in following best practice guidelines regarding combination therapy, reduce drug to drug interactions and help provide consumers with more complete therapies that reduce critical gaps in care for patients with chronic and complex diseases.

"Many chronic prescription medications can cause the body to lose vital nutrients, 'drug-nutrient depletion' and other medications have side effects that can be alleviated with appropriate adjunct therapy," said Susan Hogue, RPh, MedVantx Director of Managed Networks & Clinical Services. "Additionally, diagnostic tools are valuable in helping to manage patient's therapy. For example, newly diagnosed diabetic patients may benefit by receiving a blood glucose monitoring meter at the same time as receiving a sample of an oral hypoglycemic medication. The MedVantx *RxConnect*[™] program links relevant pharmaceutical products at the point of care to increase patient adherence, reduce gaps in care and enhance safety".

The table below highlights several of the initial combinations being introduced within the *RxConnect™* program:

Drug Category Currently in MedStart™ System	RxConnect™ Software Driven Therapy Connections	Evidence-Based Rationale
ACE Inhibitors	Low-Dose Aspirin 81mg	For high risk patients, Aspirin decreases the incidence of coronary heart disease in men and ischemic stroke in women.
Anti-diabetics	Blood Glucose Diagnostic Meter	It is generally considered best practice for newly diagnosed Type II diabetics to routinely test blood glucose levels.
Proton Pump Inhibitors (PPIs)	Vitamin B12	Long-term use of PPIs may lead to decreased absorption of B12 caused by acid suppression; Vitamin B12 is necessary for healthy cell growth and metabolism.
Statins	Coenzyme Q10	Statins may deplete natural levels of Coenzyme Q10 which helps protect arteries and may play a role in reducing risk of cardiovascular disease.
NSAIDs	PPIs / Histamine-2 Blockers	The use of NSAIDs is associated with increased risk of peptic ulcer bleeding.

MedVantx provides physicians with first ever access to a comprehensive formulary of free generic, brand, and over-the-counter medications covering chronic and complex conditions through its MedStart™ system. The MedStart™ system automates the traditional sampling process for the physician; captures physician sampling data for inclusion in the patients’ medical record and provides consumers access to highly relevant drug and disease state educational materials. When a physician removes a sample from the MedStart™, the *RxConnect™* program presents them with software driven therapy combinations of prescription samples, OTC and vitamin therapy and diagnostic related tools. As a result of this new program, physicians can provide their patients with more complete therapy and better tools to manage their conditions. Physicians are also able to extend the benefits of this program via ongoing home delivery of this combination therapy to consumers after the initial trial of therapy.

“The *RxConnect™* program was developed to help physicians connect relevant and appropriate therapies and to provide consumers with more comprehensive treatment”, stated Robert Feeney, Chief Executive Officer of MedVantx. “The market for over-the-counter, vitamin and diagnostic therapies is growing very rapidly as has the potential for drug to drug interactions and compliance issues,” added Mr. Feeney. “The MedVantx *RxConnect™* program creates a new platform to address the needs of physicians and consumers, and brings more robust clinical control to the traditional sampling model.”

About MedVantx, Inc.

MedVantx is an innovative consumer medication management and delivery company committed to streamlining access, reducing costs and providing highly relevant information to benefit patients, physicians, health plans and manufacturers. The MedVantx platform is a fully automated / integrated point of care to consumer home delivery channel focused on increasing the quality and cost effectiveness of the last non-managed pharmaceutical channel - the physician’s office sample closet. The Company’s consumer medication management platform includes free initial prescription and over-the-counter medication therapy at the point of care; a consumer helpline providing drug information and reimbursement assistance and convenient consumer home delivery through its mail order pharmacy. The national MedVantx network has served over 2 million consumers through an integrated network including 16 health plans, 18 manufacturers and more than 3,600 prescribers.

For additional information about MedVantx and opportunities to participate in the *RxConnect™* program please contact MedVantx, Inc. at (858) 625-2990.

SOURCE: MedVantx, Inc.