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DRS PDMAcomply Provides Pharma with Single-Source Solution for Meeting PDMA Regulatory Requirements

**End-to-end compliance program from Data Reduction Systems
helps facilitate process, alleviate risks and minimize costs**

Union, NJ – April 6, 2005 – In a move designed to help pharmaceutical and biotech companies ensure reliable compliance with regulatory requirements of the Prescription Drug Marketing Act (PDMA), while providing comprehensive coverage from a single source, Data Reduction Systems Corp. (DRS), (www.drscorp.com) a leading provider of information products and services, recently announced the addition of DRS PDMAcomply to its Pharma Solutions suite of services.

The program was designed specifically to address the high cost of managing and maintaining in-house compliance operations, and risks often associated with piecing together PDMA compliance tools using internal systems serviced by multiple vendors. By completely eliminating labor-intensive tasks like updating complex system flow charts, and reducing vendor contacts down to a single source, DRS PDMAcomply helps alleviate the administrative and financial burden of regulatory compliance. What's more, achieving and maintaining PDMA compliance, from practitioner validation to PDMA training on sample management, is fulfilled by a single point of contact.

“Like all of our products, services and solutions, DRS PDMAcomply fits our ‘Less is More’ model perfectly. Simple yet comprehensive, it provides inexpensive compliance coverage by increasing productivity and reducing overall operating costs. Very important benefits especially with regulatory compliance consuming a larger and larger portion of pharma company operating budgets every year,” said Rick McQuade, president of Data Reduction Systems.



DRS PDMAcomply is based on a firm foundation of consulting and technology. Clients are assigned a personal account executive, an experienced individual and trusted PDMA compliance confidant, who assists with evaluating needs and recommending options. The fully integrated package of systems and services combines this human element with cutting-edge technology based on industry leading platforms from Microsoft and Oracle. The complete menu includes:

- Establishing Business Rules
- Developing written Standard Operating Procedures (SOPs).
- PDMA Sales Training
- Inventory Baselineing
- Shipments from Corporate to Sales Reps
- Sales Representative Disbursement Capture
 - Paper Form Processing
 - Electronic Data Collection (DRS PharmaSync™)
- Practitioner Validation
- Audits
- Sales Representative Reports Samples Lost or Stolen
- Sales Representative Transfers and Returns
- Physical Inventories
- Reporting & Reconciliation
- Indigent Patient Program

About Data Reduction Systems Corp.

Since 1985, Data Reduction Systems Corp. has been at the forefront of new information management technologies. From its origin in micrographics to the latest innovations in digital storage, the company has always offered state-of-the-art archival and retrieval solutions to its industry partners. This business strategy has enabled some of the world's leading companies to enhance the integrity of their corporate standings through better management of their vital business records. DRS is located in Union, New Jersey.

For more information, please contact DRS at 908.687.5636 or visit www.drscorp.com

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