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CONTACT: Marc Chester
Data Reduction Systems Corp
marcc@drscorp.com
908.687.5636

Data Reduction Systems Business Unit Aims at Combining PDMA Compliance Enhancements with Cost-Effective Solutions

DRS formalizes product sector grouping under Pharma Solutions

Union, NJ – June 10, 2005 – Data Reduction Systems Corp. (DRS) (www.drscorp.com), a leading provider of information products and services, recently announced the creation of a distinct business unit underscoring its major commitment to the pharmaceutical and life sciences markets. Pharma Solutions, a designation formerly limited to a product grouping, has emerged as a complete, full-circle enterprise resulting from the company's expansion into new products, services, analytics and partnering alliances. The new business unit will have its own marketing, technical development and consulting support.

"By creating a business unit devoted exclusively to the needs of Pharma, we can maintain the critical balance between cost containment and quality solutions for our clients," said Rick McQuade, DRS president. "In today's challenging business environment, pharmaceutical companies are working hard to improve overall performance and lower operating costs. Receiving a lot of attention are the spiraling costs of Information Management, specifically sample accountability, Prescription Drug Marketing Act (PDMA) compliance, clinical documentation, indigent patient and other workflow solutions. Our core competency has always been in researching, developing, and providing the most cost-effective, highest quality products and solutions. The formation of Pharma Solutions will undoubtedly advance that competency to the next level."



Of the ten distinct products and services currently under the Pharma Solutions umbrella, four have been developed specifically to enhance users' commitment to PDMA compliance:

- **PharmaSync** ^{PATENTED} -- Based on DRS' DataView, the industry's premier document solution in use today, PharmaSync™ is an intuitive, easy-to-use, hand held electronic data collection tool. Utilizing recently patented technology, PharmaSync provides a cost-effective solution for real-time transaction processing and practitioner validation to PDMA committed companies.
- **Physician Audit Letters (PAL)** -- By routinely verifying practitioner signatures on sample disbursement forms, PAL enhances users' commitment to PDMA compliance. The process provides the business rules necessary to enable DRS to perform monthly practitioner signature audits on behalf of its clients.
- **Pharmaceutical Rep Files** -- Enhances users' commitment to PDMA compliance by providing instant access to, and retrieval of, representatives' information without tying up resources and adding unnecessary costs.
- **Medical Needs / Indigent Patient Program** – By automating and ensuring transaction accuracy of free goods distribution to physicians for various government-sanctioned programs, this program enhances users' commitment to PDMA compliance.

About Data Reduction Systems Corp.

Since 1985, DRS, located in Union, NJ, 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.

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

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