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DATA REDUCTION SYSTEMS INTRODUCES PHARMASYNC™ . AN UNCOMPLICATED DATA COLLECTION TOOL

Union, NJ -- December 1, 2004 -- Data Reduction Systems Corp. (DRS), (www.drscorp.com) a leading provider of information management products, services and solutions, has introduced a new pharmaceutical samples management tool – PharmaSync™ -- tailored specifically for the data collection needs of the life sciences industry.

PharmaSync™ is an easy-to-use *electronic* data collection tool based on DRS's DataView, the industry's premier *paper* document solution in use today by many major pharmaceutical and biotech companies. By combining the two technologies, DRS has developed a simple tool that is intuitive, cost competitive and will allow large and small companies alike to enjoy the benefits of real-time transaction processing and physician validation. An application for patent on PharmaSync™ is currently on file at the United States Patent and Trademark Office.

"We developed and brought PharmaSync™ to market based on hard evidence that our audience was looking for a high-quality, yet uncomplicated data collection tool – one free of the costs and complexities of a full enterprise-wide CRM system," said Rick McQuade, president of Data Reduction Systems Corp. McQuade continued, "Operating within the framework of our existing samples management applications, we developed a simple, cost-effective tool designed to assist those companies who face ongoing PDMA compliance challenges, but who also need support and strategic management information to stay on top of the details and procedures mandated by those PDMA regulations."



Underscoring its user friendliness, the PharmaSync™ application is device independent – it will run on any Windows Mobile™ software-enabled hand-held device, e.g., Pocket PC. The process emulates paper transactions using an electronic form and a single application is used for both paper and electronic forms. Launched at this year's PDMA Sharing Conference in San Diego, one attendee said, "PharmaSync™ has just what the industry needs in a data collection tool -- simple elegance".

Pharma Sync™ is part of a total family of sample management and accountability solutions that are all easy to support and maintain, as well as straightforward and intuitive.

About Data Reduction Systems Corp.

Since its inception in 1985, Data Reduction Systems Corp. has been at the forefront of new information management technologies. From its origins in micrographics to the latest innovations in digital storage, the company has always followed the business strategy of offering state-of-the-art archival and retrieval solutions to its industry partners. Collectively these credentials have enabled some of the world's leading companies to enhance the management, storage and retrieval of their vital business records thus ensuring the integrity of their corporate standings. DRS headquarters 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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