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Leading Pharmaceutical Company Adds DRS RepReview from Data Reduction Systems to Its Compliance Arsenal

*Proactive reconciliation module complements other
DRS PDMA OneSource sampling solutions currently in use*

Union, NJ – August 15, 2011 – Data Reduction Systems Corporation (DRS, www.drscorp.com), a leading developer of information management solutions, recently announced that one of the world’s most prominent pharmaceutical companies selected DRS RepReview to manage and monitor its sample inventory and sample transactions reconciliation program. DRS RepReview joins several other modular solutions from the DRS PDMA OneSource product sampling suite currently in use by the company, and according to a company spokesperson, “a number of others are being developed by DRS for implementation in the near future”.

DRS RepReview is a validated, easy-to-use software solution that cost-effectively and proactively reconciles prescription drug sample inventories. By integrating information from the field with that of the home office, DRS RepReview provides a comprehensive view of field sampling activities -- including the monitoring of sample transactions made by sales representatives – all in full compliance with Prescription Drug Marketing Act (PDMA) regulations. RepReview has been developed to exceed the needs of most clients. It can, however, be configured to meet special analyses requirements with the addition of sales, marketing and compliance modules available from within the DRS PDMA OneSource software suite. For this client, DRS PDMA OneSource’s modular advantage was in full evidence as DRS was able to develop an even more robust offering with the inclusion of DRS ComplianceView, an application that monitors sales associate sampling trends and provides valuable reports to the samples management staff at the home office.

Several factors contributed to DRS RepReview’s *application-of-choice* selection, starting with Data Reduction System’s reputation as the *solutions provider of choice* for numerous worldwide companies since 1985. Equally important to the current decision makers was DRS’ ability to deliver a more comprehensive, cost-effective alternative to more costly and complex reconciliation solutions in a time-sensitive manner.

DRS Rep Review's built-in design simplicity and flexibility allows it to (a) work seamlessly with DRS' own suite of data collection solutions – either paper or PharmaSync®5.0 -- or (b) integrate with any existing process. Either way, DRS RepReview enables users to view handwritten or electronic PharmaSync (e-signature) forms submitted by sales representatives right within the system.

As a result, product disbursement and use information can be shared by sales, marketing and compliance departments simultaneously. Since DRS RepReview has been designed to import disbursements, transfers, shipments, inventory forms, and orders it can help find variances and actually address them proactively. Not only does it provide reasons why a sales representative may be out of variance, but it also offers ways to close the variance and reconcile the sales period.

"Being selected by an organization of this magnitude and prestige further underscores DRS' standing in the Pharma market as a premier provider of simple, cost-effective solutions," said Rick McQuade, president of DRS. "It is also a significant expression of DRS' ongoing initiative to help companies become more productive while adhering to legislated requirements and corporate policies as evidenced by solutions like DRS RepReview, PharmaSync, our patented, real-time, data collection tool, DRS Aggregate Spend, DRS SampleAllocation and CRMonline, our universal interface to any on-demand Web-based or enterprise CRM system."

About Data Reduction Systems Corp -- Since its inception in 1985, Data Reduction Systems 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 is headquartered in Union, New Jersey. For more information, please contact DRS at 908.687.5636 or visit www.drscorp.com

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