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DATA REDUCTION SYSTEMS REPORTS CORPORATE HIGHLIGHTS FOR FISCAL 2007

Union, NJ – February 15, 2008 -- Data Reduction Systems Corp. (DRS, www.drscorp.com), a leading provider of information products and services, reported today that fiscal year 2007 was characterized by significant customer wins, technology enhancements and intensification of its partnership initiatives. In addition, momentum is continuing to build through the first month of fiscal 2008 with new agreements from customers in two very important market segments – business solutions and life sciences – and the anticipated announcement of vertical deployments in the financial services segment by quarter's end. Significant highlights and developments include:

Customer Wins

- During the first quarter, a multinational pharmaceutical company implemented DRS PharmaSync[®] for its OTC field sales representatives. The company has already seen a marked improvement in medical rep call reporting procedures and lower overall operational costs.
- Another Top 50 pharmaceutical company, founded in the mid-1800s and who today markets products in over 100 countries, decided that both DRS PharmaSync and DRS RepReview were perfect for their sample management and reconciliation operations, respectively.
- In addition to enterprise level businesses, DRS solutions are designed and developed to be widely scalable to fit the needs of small- to mid-size companies, as well. As such, DRS PharmaSync and DRS RepReview were also selected by an emerging specialty company founded at the beginning of this century. In all cases, the companies upgraded from paper to electronic data collection and proactive inventory reconciliation.
- Earlier in the year, a world-renowned pharmaceutical company appointed the DRS Client Services Group to handle all of its reconciliation requirements on an out-sourced basis.



Channel Partners

- DRS was awarded Microsoft® Certified Partner status after satisfying a list of eligibility requirements which included having Microsoft® certified developers on staff and marketing Microsoft-tested software solutions.
- By mid-year, DRS began integrating Microsoft Dynamics CRM into major pharmaceutical companies' back-end systems, helping those companies drive performance improvements across sales, customer service, and marketing.
- Microsoft also selected DRS to be one of only eleven companies nationwide to test its new SaaS (Software as a Service) offering, Microsoft CRM Live.
- Wireless connectivity partnerships continued to grow as DRS joined the AT&T Business Alliance Partner Program.
- Another DRS partner, Enterprise Mobile, became instrumental in helping to expand DRS solutions offerings by providing implementation, help desk and device management services for all mobility strategies based on the Windows Mobile® operating system.

Product Development

- DRS rolled out a new version of its patented, real-time data collection system, DRS PharmaSync, which now features increased functionality, tighter integration into back end systems, and expanded SaaS offerings which promise to deliver more effective results at minimal initial and operational costs.
- DRS RepReview, a software application that proactively reconciles prescription drug sample inventories as it monitors the sample transaction activities of pharmaceutical company sales representatives, became Web enabled to provide on demand image retrieval as well as integration with Microsoft CRM software.
- DRS BizAppsOnline, the complete DRS portfolio of commercially licensed business applications that includes, but is not limited to, financial, legal and human resources solutions, was introduced as SaaS.



Expansions

- With the influx of new customers and increased activity among current customers, the company expanded its permanent staffing in the software development, client services, telemarketing, and PDMA Compliance areas.
- External facilities management has expanded as well with samples management staffing on-site at a multinational pharmaceutical company.

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

PharmaSync® is a trademark of Data Reduction Systems Corporation. Methodology used in the PharmaSync® brand system is covered by U.S. Patent No. 6,952,681. All other trademarks are the property of their respective owners.

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