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SPOTLIGHT FALLS ON DATA REDUCTION SYSTEMS AT MICROSOFT WORLDWIDE PARTNER CONFERENCE

DRS gears up for 2006 PDMA Sharing Conference in October

Union, NJ – August 21, 2006 – Just five months after signing a letter of intent with Microsoft to integrate its patented PharmaSync™ system with Microsoft Dynamics CRM 3.0, Data Reduction Systems Corp. (DRS) (www.drscorp.com), was hand-selected to demonstrate the joint solution at Microsoft's Worldwide Partner Conference held recently in Boston.

Speaking to the over 7,000 partners in attendance, Satya Nadella, Corporate Vice President, Microsoft Business Solutions, began by outlining the exciting opportunities and key strategies that exist in the Microsoft Dynamics business applications area. Citing DRS as a partner who has quickly seized those opportunities, he asked Marc Chester, DRS Vice President of Business Development, to join him on stage to demonstrate the benefits of the joint solution. After which, Nadella praised DRS saying that they are "a great example of how you can take Dynamics CRM, build out a vertical solution, and offer up that solution as a *software as a service* deployment option."

The foundation of the joint solution is DRS PharmaSync™, a validated, electronic, data collection tool which runs on mobile devices. Because of its ability to perform all prescription drug tracking and distribution activities in real time – from samples request through to samples disbursement – PharmaSync™ has proven to be invaluable to pharmaceutical companies' sales groups and for maintaining the standards set forth under the guidelines of the Prescription Drug Marketing Act (PDMA). By combining the functionality of PharmaSync™ with full-featured Microsoft Dynamics CRM 3.0, user companies are able to integrate collected, compliant data into a single, very familiar, highly customizable user environment.



“It was indeed an honor to be selected by Microsoft and to be given the opportunity to present the benefits of the integrated solution to an assembly of our peer partners, said Chester. The positive response during and since the conference has been nothing short of fantastic, further underscoring the value of PharmaSync™ in today’s competitive and compliant environment.”

To which Rick McQuade, president of DRS added, “Increasing that value by expanding the potential of PharmaSync™ is now our main focus. Without letting the cat out of the bag, we have some new developments relating to PharmaSync™, which will be announced within the next 30 days and demonstrated at the 2006 PDMA Sharing Conference in Scottsdale, Arizona from October 15 through 18.”

About Data Reduction Systems

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, NJ.

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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