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DATA REDUCTION SYSTEMS SECURES TWO NEW CLIENTS

**2007 PDMA Sharing Conference Provides Venue.
DRS PharmaSync® and DRS RepReview Provide Technology.**

Union, NJ – November 16, 2007 – By all accounts, last month's PDMA Sharing Conference in Chicago was deemed a success with its workshops, learning opportunities and inspired keynote address by former US Secretary of State Colin Powell all helping to reinforce the show's theme, "*The Foundations of Compliance*". But on the Conference floor, it was all about the *technology* of compliance.

Nowhere was that more in evidence than at Booth 408 where an overwhelming interest in Data Reduction Systems (DRS, www.drscorp.com) sample management technologies had DRS associates demonstrating the latest versions of DRS PharmaSync, the company's real-time, electronic, data collection tool and DRS RepReview, its pro-active reconciliation application virtually non-stop during the three-day event. As a result of these activities, DRS, a leading provider of information products and services to the pharmaceutical industry, announced today that two new clients, both marketers of proprietary and generic medicines available by prescription, have been added to the roster of its rapidly growing Pharma Solutions Group.

"The ability of DRS to secure these key accounts is a testament not only to our patented technology but also to our capability to be a true client marketing and compliance partner," said Rick McQuade, president of DRS. "We know time is money...so the speed at which we integrate and deploy our solutions is unmatched within the industry. To that end, we have already begun customizing DRS PharmaSync and DRS RepReview to satisfy our new clients' requirements and business rules."

McQuade continued, "We also know that one size does *not* fit all... so all our solutions are widely scalable to fit the needs of small, mid-size and enterprise level businesses. A benefit not lost on either of our two new pharmaceutical clients as one was founded



in the mid-1800's and markets its products in over 100 countries and the other is an emerging specialty company that opened its doors at the beginning of this century.”

About DRS PharmaSync and DRS RepReview

DRS RepReview is a validated reconciliation tool available as an on-premise software application, outsourced service or SaaS. It assists with the monitoring of sales representatives' sample transactions, allows viewing handwritten forms within the application submitted by sales representatives, and pro-actively helps find unacceptable variances and addresses them.

DRS PharmaSync, a patented, easy-to-use electronic data collection tool, executes all prescription drug samples tracking and distribution activities in real time using any touch-screen enabled Windows® Mobile device. It eliminates paper documents, improves data integrity and lowers transaction costs all in full compliance with Prescription Drug Marketing Act (PDMA) guidelines. PharmaSync can also push up collected data to any Web-based or enterprise CRM system via our universal interface, DRS CRMonline.

Together, DRS PharmaSync and DRS RepReview provide the perfect tandem for simplifying the prescription drug sampling process in full compliance with government regulations.

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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