



FOR IMMEDIATE RELEASE

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Data Reduction Systems Teams with Microsoft Dynamics for Real-Time Data Collection/CRM Solution

**Companies will jointly demonstrate DRS PharmaSync™/Microsoft
Dynamics CRM 3.0 solution at 2006 PDMA Sharing Conference**

Union, NJ – October 5, 2006 – Data Reduction Systems Corp. (DRS, www.drscorp.com), a leading provider of information products and services, today announced its technology solutions lineup for demonstration at the 2006 PDMA (Prescription Drug Marketing Act) Sharing Conference, October 15-18, 2006 at the Westin Kierland in Scottsdale, Arizona.

DRS PharmaSync™ -- The key solutions demonstration will feature the only patented, electronic, data collection tool available to life sciences companies today -- DRS PharmaSync™. Developed by Data Reduction Systems and now in its second version, PharmaSync™ simplifies the prescription drug sampling process, executes all tracking and distribution activities in real time, saves pharmaceutical companies time and money, and makes it easier to comply with the standards set forth under the guidelines of the Prescription Drug Marketing Act (PDMA). Daily demos will detail how this patented technology speeds dissemination of data, eliminates paper documents, and improves data integrity while simplifying and lowering transaction costs. Live demonstrations will illustrate PharmaSync's ability to carry out all prescription drug samples tracking and distribution activities in real time -- from samples request through samples disbursements -- using any Windows® Mobile device.

DRS CRMonline – A fully-networked service delivered directly via the Internet, CRMonline provides a universal interface to on-demand CRM tools enabling collected data to migrate from PharmaSync™ to any Web-based or enterprise CRM system. DRS offers CRMonline as a network-enabled, Software as a Service (SaaS) solution to make the entire process simpler and thus more cost-effective for the life sciences industry. CRMonline eliminates costly software – its purchase, installation, configuration, upgrades, data backups and local area network maintenance. Daily demonstrations will show how CRMonline makes it easier and more cost



effective to share business information. Featured will be details on how CRMonline meets FDA compliance requirements for Title 21 CFR and PDMA.

DRS PharmaSync™ / Microsoft Dynamics CRM 3.0 – A joint solution between Microsoft and Data Reduction Systems that represents a combination of three preeminent technologies

- DRS PharmaSync™ Data Collection
- DRS CRMonline CRM Interface
- Microsoft Dynamics Customer Relationship Management

Using any mobile device, data is collected and validated electronically via DRS PharmaSync. CRMonline's built-in interface then facilitates the seamless migration of data from PharmaSync™ to Microsoft Dynamics CRM 3.0 with the entire process in strict compliance with corporate rules and federal regulations for Title 21 CFR Part 11 and PDMA. User companies are able to integrate this collected, compliant data into a single, highly customizable user environment. Daily demonstrations will show how this alliance makes it easier and more cost effective to share business information. Featured will be details on how CRMonline meets FDA compliance requirements for Title 21 CFR and PDMA.

Once again, the DRS Team, headed by Rick McQuade, President, and Marc Chester, Vice President, Business Development, will be available throughout the Conference to discuss the challenges imposed by mandated government regulations from both the compliance and financial perspectives. Daily demonstrations at Booth 312 will feature innovative technologies and solutions that will allow pharmaceutical companies to comply with the letter of the law while reducing capital and operating expenses.

About Data Reduction Systems Corp

Since 1985, DRS, located in Union, NJ, 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. For more information, please contact DRS at 908.687.5636 or visit www.drscorp.com

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