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DRS Pharma Solutions Group Expands Data Collection and Reconciliation Solutions Offerings, Launches Valued Alliances Initiative

New releases from DRS PharmaSync™ and DRS RepReview to be demonstrated at the 2007 PDMA Sharing Conference in Chicago

Union, NJ – October 1, 2007 -- Building on several recent successes of its samples management and reconciliation businesses, Data Reduction Systems Corp. (DRS, www.drscorp.com), a leading provider of information products and services, today announced it has expanded the Pharma Solutions Group, particularly within its DRS PharmaSync™ and DRS RepReview product lines. Next generation software releases, expanded client services and a new alliance program, the DRS Valued Alliances Initiative, will all be formally announced and demonstrated at the 2007 PDMA (Prescription Drug Marketing Act) Sharing Conference, October 14-17, 2007 at the Hyatt Regency in Chicago.

New Software Releases – Feature enhancements to DRS PharmaSync™, the company's real-time, electronic, data collection tool, will be showcased. Introduced in 2004, the solution's unique real-time technology was awarded a U.S. Patent in 2005. In three short years, DRS PharmaSync™ has earned a position in the pharmaceutical marketplace as a proven performer in data collection as it requires the least amount of sales rep and home office effort while delivering effective results at minimal initial and operations costs. The newest version features tighter integration into back end systems as well as expanded Software as a Service (SaaS) offerings.

Sharing the spotlight with DRS PharmaSync™ this year is DRS RepReview, a reconciliation software application tailored specifically for the life sciences. Fully compliant with PDMA regulations, DRS RepReview proactively reconciles prescription drug sample inventories as it monitors the sample transaction activities of pharmaceutical company sales representatives including the tracking of sample activity from paper-based methods as well as electronic sampling processes from the DRS PharmaSync™ product.

In this latest version DRS RepReview can now be Web enabled to provide on demand image retrieval as well as integration with Microsoft CRM software.

Expanded Client Services – With this announcement of new generation software, particularly DRS RepReview, DRS has expanded its Client Services Department with newly hired personnel and expanded solutions offerings. Now, in addition to on-premise software, the newly expanded department makes DRS RepReview available as an outsourced service or SaaS (Software as a Service).

DRS Valued Alliances Initiative

Perhaps the biggest non-product news from DRS will be the announcement that the company is launching its own partner and alliance program. “The DRS Valued Alliances Initiative”, says Rick McQuade, president of DRS, “promises to expand and enhance our existing alliance relationships with forward-focused technology companies like Microsoft, with whom we continue to enrich our service offerings. Now, however, we are turning to organizations who market products and services complementary to ours, particularly in sample fulfillment; advanced CRM integration; device management, help desk, and provisioning for PharmaSync™; and forms printing services. We are deeply committed to nurturing the synergies among our companies because we sincerely believe ...Synergy Enhances Effectiveness.”

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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