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## Leading Pharmaceutical Company Selects Data Reduction Systems Reconciliation Solution

1Q07 deployment of DRS RepReview Reconciliation  
application promises to enhance sample management activities

**Union, NJ – December 5, 2006** – Data Reduction Systems Corp. (DRS, [www.drscorp.com](http://www.drscorp.com)), a leading provider of information products and solutions to the pharmaceutical industry, announced today that one of the world's most prominent pharmaceutical companies has recently selected DRS RepReview to manage their sample inventory and sample transactions reconciliation program.

DRS RepReview, a validated, easy-to-use software solution, will reconcile the company's prescription drug sample inventories. By integrating information from the field with that of the home office, DRS RepReview will also provide a comprehensive view of field sampling activities including the monitoring of sample transactions made by the company's sales representatives – all in full compliance with Prescription Drug Marketing Act (PDMA) regulations.

A number of factors contributed to DRS RepReview's application-of-choice selection, starting with Data Reduction System's reputation as the solutions provider of choice for numerous worldwide companies since 1985. Equally important to the current decision makers was DRS' ability to deliver in a time-sensitive manner a more comprehensive, cost-effective alternative to more costly and complex reconciliation solutions.

DRS Rep Review's built-in design simplicity and flexibility allows it to work seamlessly with DRS' own suite of data collection solutions – either paper or PharmaSync™ -- or integrate with any existing process. Either way, DRS RepReview enables users to view handwritten or electronic PharmaSync forms submitted by sales representatives right within the system.



As a result, product disbursement and use information can be shared by sales, marketing and compliance departments simultaneously. Since DRS RepReview has been designed to identify all forms, it can help find unacceptable variances and actually address them proactively. Not only does it provide reasons why a sales rep may be out of variance, but it also offers ways to close the variance and reconcile the sales period.

"Being selected by an organization of this magnitude and prestige further underscores DRS' standing in the Pharma market as a premier provider of simple, cost-effective solutions," said Rick McQuade, president of DRS. "It is also a significant expression of DRS' ongoing initiative to help companies become more productive while adhering to legislated requirements and corporate policies as evidenced by solutions like DRS RepReview, DRS PharmaSync™, our patented, real-time, data collection tool, and CRMonline, our universal interface to any on-demand Web-based or enterprise CRM system."

DRS RepReview has been developed to meet or exceed most clients' needs. It can, however, be configured to meet special requirements.

### **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](http://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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