



**FOR IMMEDIATE RELEASE**

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## Data Reduction Systems Announces Carrier Partnership Agreement with Verizon Wireless

**Union, NJ – March 21, 2007** – Data Reduction Systems Corp. (DRS, [www.drscorp.com](http://www.drscorp.com)), a leading provider of information products and solutions to the pharmaceutical industry, recently introduced Verizon Wireless as a Carrier Partner. The companies share a mutual commitment to advancing the adoption of DRS PharmaSync™ -- the only patented, electronic, data collection tool currently available to life sciences companies -- as the industry standard.

Developed by Data Reduction Systems and now in its third version, PharmaSync™ simplifies the entire prescription drug sampling process, from sample requests through sample disbursements. Using any Windows® Mobile device, data is collected and validated in real time via DRS PharmaSync's patented technology. The collected, compliant data is then wirelessly disseminated through DRS CRMonline, a built-in interface that facilitates seamless migration from PharmaSync™ to any Web-based or enterprise CRM system. User companies are then able to integrate this data into a single, highly customizable user environment with the assurance that the entire process is in strict compliance with corporate rules and federal regulations for Title 21 CFR Part 11 and PDMA.

“With the country’s most reliable wireless broadband network already available to more than 200 million Americans in 242 major metropolitan areas and 180 major airports from coast to coast, Verizon Wireless is upping the ante by launching its next-generation Optimized (EV-DO) Revision A (Rev. A) technology”, said Rick McQuade, president of DRS. “This will give our customers’ field sales representatives using PharmaSync™ the ability to upload files five to six times faster than before, making the drug sampling process even more expedient and, as a result, providing more selling time for the reps.”



### **About Verizon Wireless**

Verizon Wireless operates the nation's most reliable wireless voice and data network, serving more than 59 million customers. The largest US wireless company and largest wireless data provider, based on revenues, Verizon Wireless is headquartered in Basking Ridge, N.J., with 65,000 employees nationwide. The company is a joint venture of Verizon Communications (NYSE: VZ) and Vodafone (NYSE and LSE: VOD). Find more information on the Web at [www.verizonwireless.com](http://www.verizonwireless.com). To preview and request broadcast-quality video footage and high-resolution stills of Verizon Wireless operations, log on to the Verizon Wireless Multimedia Library at [www.verizonwireless.com/multimedia](http://www.verizonwireless.com/multimedia).

### **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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