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## Renowned Pharmaceutical Company Selects Data Reduction Systems OTC Tracking Solution

DRS PharmaSync™ technology adapts easily to  
consumer healthcare products management activities

**Union, NJ – June 1, 2007** – Data Reduction Systems Corp. (DRS, [www.drscorp.com](http://www.drscorp.com)), a leading provider of information products and solutions, recently announced its appointment by a world-renowned pharmaceutical company to manage tracking activities of all non-prescription, over-the-counter products.

DRS was notified of their selection following a lengthy screening process and several rounds of interviews with the client's evaluation team. Candidates were judged on their industry experience, data collection, tracking and project management capabilities, quality control standards and their ability to deploy the system quickly and seamlessly.

As the process concluded, it was unanimously decided that the DRS Team and its patented, electronic data collection tool, [DRS PharmaSync™](#), represented the best combination for satisfying the client's exacting requirements while maximizing performance and ROI.

Developed by DRS as a comprehensive prescription drug sampling solution for the Life Sciences, and now in its third version, PharmaSync™ is a validated, electronic, data collection tool that performs all tracking and distribution activities in real time – from sample requests through to sample disbursements. For this OTC client, however, DRS tailored the application to manage their consumer health care products, e.g., tracking disbursements to practitioners, literature and time worked in the field.



The benefits of PharmaSync's real-time technology to all pharmaceutical companies -- Rx and OTC -- include the elimination of paper documents, faster data dissemination and improved data integrity; benefits that have earned PharmaSync a coveted U.S. Patent.

"This appointment not only validates our credentials and capabilities, but also our commitment to meet and even exceed client requirements," said Rick McQuade, president of DRS. "Once we were given the go-ahead, we reconfigured the technology built into DRS PharmaSync to perform in accordance with OTC rules and standards. And since PharmaSync runs on any Windows® Mobile device, we were able to easily accommodate our client's choice of carrier and their decision to go with Pocket PC Phones loaded with Windows Mobile® 5 OS. Finally, we vastly simplified the integration process in order to facilitate rapid deployment. Everything -- including system validation -- was completed in 40 days!"

### **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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