



OptimizeRx to Present at the 28th Annual ROTH Conference on March 16, 2016

February 25, 2016

ROCHESTER, MI--(Marketwired - February 25, 2016) - OptimizeRx Corp. (OTCQB: OPRX), a software company whose premier content-delivery platform enables pharmaceutical companies to provide on-demand patient-savings and support services right at point of prescribe, has been invited to present at the 28th Annual ROTH Capital Partners Conference, which is being held on March 14-16, 2016 at The Ritz-Carlton, Laguna Niguel in Dana Point, California.

OptimizeRx CEO William J. Febbo and Chairman David Harrell are scheduled to present on Wednesday, March 16, 2016, at 11:30 a.m. Pacific time. The company will hold one-on-one meetings on March 15-16, 2016. Febbo and Harrell will discuss the company's largest point of prescribe network of its kind which reaches over 350 electronic health record (EHR) platforms.

The company's content-delivery platform enables automation of copay savings for brand drugs as a replacement to traditional drug samples, which represents a total projected addressable market of more than \$1 billion.

The presentation will be webcast live at <http://wsb.com/webcast/roth30/oprx>, which will be available for replay in the Investors section at www.optimizecorp.com.

For more information about the conference or to schedule a one-on-one meeting with OptimizeRx management, please contact your ROTH representative at 1-800-933-6830 or via e-mail at oneononerequests@roth.com.

About OptimizeRx Corporation

OptimizeRx Corporation (OTCQB: OPRX) provides unique consumer and physician platforms to help patients better afford and comply with their medicines and healthcare products, while offering pharmaceutical and healthcare companies effective ways to expand awareness, access and adherence to their medications.

The company's core product, SampleMD™, replaces drug samples with electronic trial vouchers and copay coupon savings, which are added to an e-Prescription and electronically sent to the pharmacy. SampleMD is integrated within leading Electronic Health Record (EHR) platforms, including Allscripts, Quest Diagnostics, Practice Fusion and Dr. First, reaching over 350 EHRs.

Important Cautions Regarding Forward Looking Statements

This press release contains forward-looking statements within the definition of Section 27A of the Securities Act of 1933, as amended and such section 21E of the Securities Act of 1934, amended. These forward-looking statements should not be used to make an investment decision. The words 'estimate,' 'possible' and 'seeking' and similar expressions identify forward-looking statements, which speak only as to the date the statement was made. The company undertakes no obligation to publicly update or revise any forward-looking statements, whether because of new information, future events, or otherwise. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted, or quantified. Future events and actual results could differ materially from those set forth in, contemplated by, or underlying the forward-looking statements. The risks and uncertainties to which forward-looking statements are subject include, but are not limited to, the effect of government regulation, competition and other material risks.

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