



OptimizeRx Corporation to Present at the LD Micro Investor Conference on December 2, 2015

November 25, 2015

ROCHESTER, MI--(Marketwired - November 25, 2015) - OptimizeRx Corp. (OTCQB: OPRX), a software company whose premier content-delivery platform enables pharmaceutical companies to provide on-demand patient-care services, has been invited to present at the [LD Micro Main Event](#) investor conference being held December 1-3, 2015 at the Luxe Sunset in Los Angeles.

OptimizeRx CEO David Harrell is scheduled to present on Wednesday, December 2 at 2:00 p.m. Pacific time, with one-on-one meetings held throughout the event. This is the 8th annual LD Micro Main Event, which has steadily grown each year since its inception and is expected to host over 230 micro-cap growth companies and 1,000 attendees.

The presentation will be webcast live at <http://wswww.com/webcast/ldmicro9/oprx>.

Harrell will discuss the recent strategic investment by WPP, a world leader in marketing and advertising services, to assist OptimizeRx in increasing the number of pharmaceutical brands using the largest point of prescribe promotional network. He will also discuss the recently expanded partnership with Allscripts and developments with additional electronic health record (EHR) providers.

For additional information or to schedule a one-on-one meeting with management, please contact your LD Micro representative or, Ron Both, by emailing OPRX@liolios.com.

About LD Micro

LD Micro is an investment newsletter firm that focuses on finding undervalued companies in the micro-cap space. Since 2002, the firm has published reports on select companies throughout the year. The firm also hosts the LD Micro Invitational in June. It is a non-registered investment advisor. For more information, please contact (408) 457-1042 or visit www.ldmicro.com.

About OptimizeRx Corp

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.

Our core product, SampleMD, replaces drug samples with electronic trial vouchers and copay coupon savings that are electronically added to an e-Prescription and sent electronically to the pharmacy and is integrated within leading Electronic Health Record (EHR) platforms in the country, including Allscripts, Quest Diagnostics, Practice Fusion and over 350 other EHRs to reach over 250,000 healthcare providers. In turn, we promote patient savings and support from the world's largest pharmaceutical companies, including Pfizer, Lilly, Novartis, AstraZeneca and many others. For more information, please go to www.optimizerxcorp.com.

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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