



OPTIMIZERx Announces Sponsorship of CBlnet Pharmaceutical Industry EHR Conference

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ROCHESTER, MI--(Marketwired - September 23, 2014) - OPTIMIZERx Corporation (OTCQB: OPRX) announced today that it is sponsoring the CBlnet EHR Pharmaceutical Industry Conference October 1, 2014 at the Hyatt Regency at Penn's Landing, Philadelphia PA.

OPTIMIZERx is excited to sponsor this premier event dedicated to demonstrating key strategies and tactics that leverage the growing utilization of e-prescribing and EHR technologies and increase pharmaceutical manufacturers' promotional effectiveness and brand communications. The conference features presentations by leading pharmaceutical companies, EHR platforms, and medical experts.

Dave Harrell, Chairman and Chief Executive Officer of OPTIMIZERx Corporation, will be the keynote speaker. Joining him will be Lynn Vos, CEO of Grey Healthcare, a key partner of OPTIMIZERx.

"We are pleased to sponsor and assist CBI with this event and bring together industry leading experts from many stakeholders to share experiences, discuss issues, and collaborate to discover new ways to effectively use these technologies to achieve better patient outcomes," said Dave Harrell, Chairman and CEO of OPRX.

To fully leverage its growing platform of services to the pharmaceutical industry, OPTIMIZERx has engaged Grey Healthcare to develop new branding and marketing strategies for the company that will be kicked off during the conference.

For more information on the conference, or to register, go to <http://www.cbinet.com/conference/PC14091#.VBswOu8tD-c>

About OPTIMIZERx Corp.

OPTIMIZERx Corp. (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 more effective ways to expand patient awareness, access and adherence to their medications. For more information, please go to www.optimizeixcorp.com or www.samplemd.com.

'SAFE HARBOR'

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