



## **OPTIMIZERx Announces Sponsorship of CBlnet Pharmaceutical Industry EHR Conference**

September 23, 2014

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.optimizerxcorp.com](http://www.optimizerxcorp.com) or [www.samplemd.com](http://www.samplemd.com).

### **'SAFE HARBOR'**

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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