



OPTIMIZERx Corporation Announces Second Quarter 2014 Financial Results

August 15, 2014

ROCHESTER, MI--(Marketwired - August 15, 2014) - OPTIMIZERx Corp. (OTCQB: OPRX) announced today its financial results for the quarter and six month periods ended June 30, 2014.

The Company reported total revenues of approximately \$2.75 million for the six month period, an increase of 55% over the same period in 2013, and \$1.45 million in revenues for the 2nd Quarter, an increase of 31% over the same quarter last year.

Excluding noncash expenses, the company also generated approximately \$237,000 of operating income within the 2nd quarter, 2014. Full financial results can be found in the Company's quarterly filing on Form 10Q at www.sec.gov.

Other Highlights include:

- New Rx's generated with e-coupons from OPTIMIZERx's SampleMD platform during the 2nd quarter increased approximately 30% over those in the 1st quarter
- We continue to acquire new pharmaceutical manufacturers and brands promoting through our platforms including from Pfizer, AstraZenica, Bausch & Lomb, Auxilium, Activis, and Shire.
- Successfully tested e-coupon solution at a major pharmacy retailer to further automate coupon processing, which would require no manual uploading

Management remains very excited about our core Rx e-coupon business, and expects acceleration to continue with the most recent launch of Quest Diagnostics, Allscripts PRO being auto turned on throughout its entire network by end of 3Q, the scheduled launch of other key EMR platforms in November and our joint pursuit of leading health systems with our pharmaceutical partners. We expect our active network to nearly double by the end of year.

"We were pleased with the progress that we made during this quarter in growing our business and further positioning our company for additional growth," said David Harrell, Chairman and CEO of OPTIMIZERx Corporation. "We expect revenue acceleration to ramp up during the second half of the year as we launch new brands and new channels."

The Company will be hosting a conference call to discuss its full financial results as follows:

Second Quarter 2014 Financial Results Conference Call Details:

Date: August 15, 2014
Time: 12:00 pm Eastern Time
Participant Dial-In: 1(866) 593-0056 or 1(937) 641-0554
Conference ID: 87858664

It is recommended that participants dial in approximately 10 minutes prior to the start of the call. There will also be an archived recording of the conference call available under the Investor Relations section of the company website at <http://www.optimizecorp.com/investors/>.

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.optimizecorp.com or www.samplemd.com.

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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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