



OPTIMIZERx Announces Appointment of Gus D. Halas to Board of Directors

August 11, 2014

ROCHESTER, MI--(Marketwired - August 11, 2014) - OPTIMIZERx Corporation (OTCQB: OPRX) announced today that Gus D. Halas has joined its Board of Directors.

Mr. Halas has an extensive operating background at a variety of companies across a wide range of industries. Mr. Halas is a member of the advisory Board of White Deer Energy and former CEO of Central Garden and Pet Corp, a leading pet care retailer. Mr. Halas is also a Director of Triangle Petroleum, a publicly-held, independent energy company, and Hooper Holmes, Inc., a publicly-held health and wellness company. As a result of this broad experience, Mr. Halas is expected to bring additional broad based business and investor perspective to the Company's senior leadership. Mr. Halas holds a BS in Physics and a BS in Economics from the Virginia Polytechnic Institute and State University.

"Gus will be a real asset to us as we hone our strategy and further position ourselves for growth acceleration," said Dave Harrell, CEO of OPTIMIZERx Corporation. "We look forward to working with Gus and the operating perspective that he brings. The addition of Gus to our Board is the first step in expanding our Board to help guide the Company in its growth."

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.

'SAFE HARBOR'

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