



## OptimizeRx Corporation Announces Key Updates

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ROCHESTER, Mich., July 23, 2014 /PRNewswire/ -- OPTIMIZERx Corporation (OTCQB: OPRX) announced key updates and commented on San Francisco-based Merriman Capital's recently initiated coverage on OptimizeRx Corporation with a buy rating and stock target of \$3.00. The report highlights the Company's expanding distribution capacity, its value proposition, industry trends, operating leverage, and its strong, debt-free, balance sheet.

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"We are pleased a well-respected research firm like Merriman has initiated coverage on our company and recognizes the momentum we have demonstrated and the escalating opportunities associated with our business via our proprietary technology, growing list of pharmaceutical manufacturers, and expanding EHR network," said David Harrell, CEO of OptimizeRx Corporation.

In the upcoming months, the Company is on track to significantly increase its physician reach and expand paid transactions by launching Quest Diagnostics in early August, expanding the reach within the EHealthline channel, which was launched on a limited basis in June, as well as preparing to fully launch with LDM later in the 3<sup>rd</sup> Quarter, and an additional leading EHR with 50,000 Doctors in the 4<sup>th</sup> quarter of 2014. In addition, discussions with other potential channel partners continue, including some innovative new platforms which reach additional physicians and patients in new ways.

The company also plans to target more leading health systems directly through their new streamlined integration process that offers downloadable, built-in code that can reduce required resources to launch and test our eCoupon within the health system's current ePrescribing platform. This innovative approach will allow OptimizeRx to reduce resources and launch time from weeks to as little as a single day to complete the SampleMD set up process. Additionally, OptimizeRx is partnering with some of its leading pharmaceutical partners to collectively introduce this novel solution to their targeted health systems who are looking for a quicker implementable alternative to maintaining and managing inventories of physical drug samples.

The Company also announced that it is committed to expanding its Board of Directors to bring in additional resources to help guide the growth of the Company. The Company is currently interviewing and finalizing the selection of Directors with health care, technology, business, or investment experience and expects to announce at least 2 outside Directors during the third quarter.

The Company plans to announce its 2<sup>nd</sup> quarter operating results in early August and expects increased revenues and improved operating results over both the same quarter of 2013 and the first quarter of 2014.

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

### 'SAFE HARBOR'

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Contact:  
OptimizeRx  
Doug Baker  
[dbaker@samplemd.com](mailto:dbaker@samplemd.com)  
248-651-6568 x807

Capital Markets Advisor  
Merriman Capital, Inc.  
Douglas Rogers, Managing Director  
Head of Capital Markets Advisory Group  
[drogers@merrimanco.com](mailto:drogers@merrimanco.com)  
415-248-5612

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