



OptimizeRx Corporation Announces Key Updates

July 23, 2014

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 3rd Quarter, and an additional leading EHR with 50,000 Doctors in the 4th 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 2nd 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.optimizerxcorp.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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