



OPTIMIZERx Announces Sponsorship of the CBI-net eRx and EHR Conference

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ROCHESTER, MI--(Marketwired - Mar 20, 2014) - OPTIMIZERx Corp (OTCQB: OPRX) today announced that it is sponsoring the CBI-net eRx and EHR conference March 26 - 27 in Philadelphia, PA.

OPTIMIZERx is excited to be one of the lead Co-Sponsors for this inaugural event. The conference is the first and only conference dedicated entirely to strategies and tactics that leverage the ever-growing utilization of e-prescribing and EHR technology and focuses on leverage opportunities for promotional effectiveness and brand awareness. The conference will be held at the Hyatt at the Bellevue in Philadelphia, PA. Amongst the industry expert, pharmaceutical presenters and discussion panel members, David Harrell the Chairman and CEO of OPTIMIZERx will also be presenting on leveraging technology to improve patient result and outcomes.

"With the ever changing landscape and transformation of the healthcare market, we are forging a new frontier for pharmaceutical marketing and brand managers," said David Harrell, Chairman and CEO of OPTIMIZERx Corporation, "by sponsoring this event we bring together industry leading experts from manufacturers, healthcare providers and solution suppliers in one forum to share experiences, discuss issues, and collaborate to pave new roads to effectively utilize these technologies that result in better patient outcomes."

For more information and to register: <http://www.cbinet.com/conference/pc14028#UwzmRPldWSo>

OPTIMIZERx Corp. 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 effective ways to expand patient awareness, access and adherence to their brands. For more information, please go to www.optimizeixcorp.com.

'SAFE HARBOR'

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