OPTIMIZERx Corporation to Present at Noble Financial Capital Markets' Tenth Annual Equity Conference

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ROCHESTER, MI--(Marketwired - Jan 16, 2014) - **OPTIMIZERx Corporation** (OTCQB: OPRX) **today announced that its Chairman and CEO Mr. David Harrell will present at "TEN"; Noble Financial Capital Markets' Tenth Annual Equity Conference at Club Med in Sandpiper Bay, Florida, on Monday January 20, 2014 at 9:30 AM Eastern Time.**

At the time of the presentation, a live audio and high-definition video webcast of the OPTIMIZERx Corporation presentation can be watched by going to the following website:
http://noble.mediasite.com/mediasite/Play/24fcc7c1d0834f22a3a3aebd32758d4b1d

OPTIMIZERx recommends registering at least 10 minutes prior to the start of the presentation to ensure timely access. You will require a Microsoft SilverLight viewer (a free download from the presentation link) to participate.

A copy of the presentation materials will also be available on the Company's web site www.optimizerxcorp.com, or through the Noble Financial websites: www.noblefcm.com, or www.nobleresearch.com/TEN/2014.htm

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 effective ways to expand patient awareness, access and adherence to their medications. For more information, please go to www.optimizerxcorp.com.

About Noble Financial:
Noble Financial Capital Markets was established in 1984; 2014 marks its 30th Anniversary. Noble Financial is an equity research driven, full-service, investment banking boutique focused on life sciences, technology and media, emerging growth, companies. The company has offices in Boston, Los Angeles, and Boca Raton, FL. In addition to non-deal road shows and sector-specific conferences throughout the year, Noble Financial hosts its large format annual equity conference in January in South Florida featuring 120 - 150 presenting companies from across North America and total attendance of close to 600. For more information: www.noblefcm.com

'SAFE HARBOR'
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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