



OPTIMIZERx Announces Record Preliminary 2013 Second Quarter Results and Update

July 18, 2013

ROCHESTER, MI--(Marketwired - Jul 18, 2013) - OPTIMIZERx Corp (OTCQB: OPRX) today announced record preliminary 2013 second quarter results.

The Company is forecasting second quarter 2013 revenue of approximately \$1.1 million, bringing revenue for the first six months of 2013 to approximately \$1.772 Million. The Company is estimating that it will see net income during the second quarter of approximately \$354,000. During the same period in 2012, revenue was \$515,423 while the company had an operating loss of \$76,059.

The record revenues were driven primarily by the Company's SampleMD solution, which generated approximately 265,628 new ePrescriptions with co-pay coupons or free sample vouchers during the second quarter, helping patients more affordably start and stay on their prescribed medications. That is a substantial increase from the 177,000 distributions in Q1 2013, and even more substantial from the 49,400 distributions in Q2 2012.

The Company's CEO, Mr. Shad Stastney, stated, "We are very excited at the growth we're experiencing in all facets of our business, evidenced by our record results. As we grow, we are generating more new ePrescriptions for our pharmaceutical clients, increasing our revenue contributions to our channel partners, and most importantly, enabling better adherence and outcomes for healthcare providers and their patients."

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.optimizerxcorp.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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