



OPTIMIZERx Corp. Announces Shad Stastney as New CEO

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ROCHESTER, MI--(Marketwire - Jan 14, 2013) - OPTIMIZERx Corp. (OTCQB: OPRX) is pleased to announced that its board of directors has named Shad Stastney the company's Chief Executive Officer and Chairman.

Stastney, 43, has served as an active member of the board since 2009 and has provided the company keen insights and guidance. David Harrell, the company's founder, personally recruited Stastney based on his outstanding experience, as well as his strong executive and leadership qualities to lead the company.

"Shad provides an outstanding addition to our management team with his successes and relationships with Wall Street, combined with his legal background to accelerate the company's capture of the huge market potential in automating savings, support and product information to doctors and patients," Harrell stated.

Shad Stastney is a founding partner of Vicis Capital LLC, which managed assets that peaked at \$5 billion dollars. He graduated from the University of North Dakota in 1990 with a B.A. in Political Theory and History, and from Yale Law School in 1994 with a J.D. focusing on corporate and tax law.

From 1994 to 1997, he worked as an associate at Cravath, Swaine and Moore in New York, where he worked in the tax group and in the corporate group, focusing on derivatives. In 1997, he joined CSFB's then-combined convertible/equity derivative origination desk. From 1998 through 2001, he worked in CSFB's corporate equity derivatives origination group, eventually becoming a Director and Head of the Hedging and Monetization Group, a joint venture between derivatives and equity capital markets. In 2001, he jointly founded Victus Capital Management, LP, and in 2004, he jointly founded Vicis Capital LLC.

Harrell will become Vice-Chairman and will be responsible for developing corporate strategy and product innovation. David Lester, will continue to manage company operations as Chief Operating Officer.

For more information, please go to <http://www.optimizeixcorp.com> or contact us at 248-651-6568.

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.optimizeixcorp.com or www.samplemd.com.

'SAFE HARBOR'

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