



OPTIMIZERx Presents at MicroCapClub Invitational

January 8, 2013

ROCHESTER, MI--(Marketwire - Jan 8, 2013) - OPTIMIZERx Corp. (OTCQB: OPRX) today announced that Founder and Chairman Dave Harrell was selected to present at the first ever MicroCapClub Invitational.

The presentation can be accessed at the following link:

<http://microcapclub.com/2013/01/microcapclub-invitational-optimizerx-oprx/>

"At MicroCapClub we have over 150 experienced microcap investors discussing over 90 microcap companies in our members forum, and we thought as a group it would be great to showcase a few companies we believe are highly unique," said Ian Cassel, founder of MicroCapClub. "We have been following OPTIMIZERx for nine months and believe the company is on the cusp of an inflection point as the SampleMD platform gets rolled out to over 300 EHRs."

"I am pleased to present at the inaugural MicroCapClub Invitational Call and am excited to share our story with the potential investors within the club," said David Harrell, Founder and Chairman of OptimizeRx. "As we are on the forefront of a transitioning industry, our SampleMD platform continues to gain momentum in allowing doctors to select, print and electronically send vouchers and coupons direct to the pharmacy on behalf of their patients."

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 or www.samplemd.com.

About MicroCapClub

The MicroCapClub (mc2) is an exclusive microcap forum focused on microcap companies (sub \$300m market cap). The MicroCapClub was created and founded by Ian Cassel as a way to share ideas and to learn from other seasoned like-minded microcap investors. Our goal at MicroCapClub.com is quality membership and quality stock ideas. If you are an experienced micro cap investor, feel free to apply today.

'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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