



OptimizeRx Announces Proposed Public Offering of Common Stock - Dec. 17, 2018

December 17, 2018

ROCHESTER, Mich., Dec. 17, 2018 (GLOBE NEWSWIRE) -- OptimizeRx Corporation (Nasdaq: OPRX), a leading provider of digital health messaging for the pharmaceutical industry, today announced a proposed underwritten public offering by WPP Luxembourg Gamma Three S.à r.l., a shareholder of OptimizeRx, of 2,103,702 shares of OptimizeRx common stock. In connection with this offering, OptimizeRx expects to grant the underwriters a 30-day option to purchase up to an additional 315,555 newly issued shares of common stock from the Company at the public offering price less the underwriting discount and commissions.

OptimizeRx will not receive any proceeds from the sale of the shares by the selling shareholder. If the underwriters' option to purchase up to the additional 315,555 shares of common stock offered by OptimizeRx is exercised, OptimizeRx will receive proceeds from the sale of newly issued shares of common stock pursuant to such exercise.

William Blair & Company, L.L.C. and B. Riley FBR, Inc. are the joint book-running managers for the offering.

The shares of common stock described above are being offered pursuant to a shelf registration statement on Form S-3 (File No. 333-228357) that was originally filed with the Securities and Exchange Commission (the "SEC") on November 13, 2018 and declared effective by the SEC on December 11, 2018. A preliminary prospectus supplement and accompanying base prospectus relating to the offering and the shares of common stock being offered will be filed with the SEC. Before you invest, you should read the prospectus in the registration statement, the preliminary prospectus supplement, and other documents OptimizeRx has filed with the SEC for more complete information about OptimizeRx and this offering. Copies of the registration statement, the preliminary prospectus supplement and accompanying base prospectus may be obtained, when available, on the SEC's website at <http://www.sec.gov> or, when available, from William Blair & Company, L.L.C., Attention: Prospectus Department, 150 North Riverside Plaza, Chicago, IL 60606; Phone: (800) 621-0687; Email: prospectus@williamblair.com; and from B. Riley FBR, Inc., Attention: Syndicate Prospectus Department, 1400 North 17th Street, Suite 1300, Arlington, VA 22209; Phone: (703) 312-9580; Email: prospectuses@brileyfbr.com.

This press release shall not constitute an offer to sell or a solicitation of an offer to buy these securities, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

About OptimizeRx

OptimizeRx® (Nasdaq: OPRX), a digital health company, connects pharmaceutical companies to patients and providers, offering greater affordability, adherence and brand awareness at the point-of-care. As the nation's largest point-of-prescribe promotional platform for the pharmaceutical industry, OptimizeRx provides a direct channel for pharma companies to communicate with healthcare providers right within their workflow. The cloud-based solution supports patient adherence to medications with real-time access to financial assistance, prior authorization, education and critical clinical information. OptimizeRx provides more than half of the ambulatory patient market with access to these benefits through leading EHR platforms like Allscripts, Amazing Charts and Quest. The Company's mobile messaging platform also supports direct, real-time communication to patients for improved medication adherence, affordability, and healthcare outcomes.

Important Cautions Regarding Forward-Looking Statements

Certain information contained in this press release includes "forward-looking statements" within the meaning of The Private Securities Litigation Reform Act of 1995, including statements related to the proposed public offering, the filing of the registration statement and potential market opportunity for our product candidates. We may, in some cases use terms such as "predicts," "believes," "potential," "continue," "anticipates," "estimates," "expects," "plans," "intends," "may," "could," "might," "will," "should" or other words that convey uncertainty of the future events or outcomes to identify these forward-looking statements. Our forward-looking statements are based on current expectations that involve risks, potential changes in circumstances, assumptions and uncertainties. Any or all of the forward-looking statements may turn out to be wrong, or be affected by inaccurate assumptions we might make or by known or unknown risks and uncertainties as a result of various important factors, including the uncertainties related to market conditions and the completion of the public offering on the anticipated terms, or at all. For a further description of the risks and uncertainties that could cause actual results to differ from those expressed in these forward-looking statements, as well as risks relating to our business in general, please refer to our prospectus supplement to be filed with the Securities and Exchange Commission (SEC) on December 13, 2018 under the heading "Risk Factors" and those documents incorporated by reference therein, which includes our Annual Report on Form 10-K filed with the SEC on March 8, 2018. You are cautioned not to place undue reliance on these forward-looking statements, which are made only as of the date of this press release. We undertake no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

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