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MEDIA RELEASE

PharmX launches five new suppliers and reaches the million mark

PharmX today announced that five new suppliers have joined its Internet based electronic ordering gateway: Chemplus, Clifford Hallam Healthcare, Doward International, Independent Pharmacy Supplies, and Terry White Management.

The addition of these five new suppliers means that pharmacies will have greater choice about the products they can order online, according to Brad Lumb, General Manager, PharmX, "The PharmX gateway is currently the most efficient and reliable way for pharmacy to purchase and manage stock. Our goal is to provide pharmacies with one window to all the suppliers that they need, and this widening of our supplier base is an important part of achieving this."

The announcement comes as PharmX achieved a milestone of one million transactions through its gateway in the consecutive months of July and August, representing a 25% increase on the year before (1,004,938 in July 2010, up from 806,502 in July 2009, and more than 10 million transactions throughout the last financial year). This reflects a steady increase in pharmacy usage of electronic ordering over the past twelve months, with 3,670 pharmacies now using the gateway (up from 3,400 at this time last year) and 24 suppliers now on-line.

Brad Lumb attributes the steady growth to increased recognition of the business efficiencies that ordering online provides, "Pharmacies are seeing just how efficient and reliable electronic ordering is for purchasing and managing stock."

Scott McGregor, Director of the Chemplus banner group of 63 pharmacies throughout South Australia, said, "We see this as a significant improvement for our operations as part of providing ongoing modernisation to our pharmacies. Internet ordering is a logical step forward from our previous dial-up system. It makes ordering easier at a store level, and will also save on issues such as the tying up of phone lines, trying to call orders through at busy times and so on. As our pharmacies use a variety of different POS systems, it's also important to us that there will be no portability issues between different POS units, which PharmX provides."

PharmX is fully integrated with 95% of POS and dispense software systems used by Australian pharmacies. During the past year, PharmX achieved 100% uptime, making it the fastest, most efficient and most reliable electronic ordering available to pharmacy today. Chemplus, Clifford Hallam Healthcare, Independent Pharmacy Supplies, and Terry White are already online, whilst Doward International will be available shortly. In addition to these new suppliers, the gateway also includes API, Arana, Ascent Pharmaceuticals, Atherton, Barrett, CDN, Central Healthcare Services, CostSave, Dean Garbutt, DHL, Nadglen Pharmaceuticals, NPD, sanofi-aventis Consumer Healthcare, Sigma, SWAPS, and Symbion Pharmacy Services.

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***About PharmX:** Established early 2006, PharmX is a joint venture company, fully owned by the pharmacy IT vendors Corum, Fred IT Group, Simple Retail and Mountaintop. It is fully integrated with 95% of the POS/dispense market, including Fred NUHQ, Quicksell, Fred Office, WiniFred, Simple Retail, Mountaintop, Corum, Healthsoft, SSA, POS Solutions, Minfos, POS Master, CPIAM, and Surefire Systems.*