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MEDIA RELEASE

Electronic orders grow as sanofi-aventis Consumer Healthcare and SWAPS join PharmX

PharmX has announced that pharmacies can now electronically order products from sanofi-aventis Consumer Healthcare and Western Australian pharmacy buying group SWAPS through its Internet based electronic ordering gateway.

This announcement comes as electronic ordering continues to expand among pharmacy users, with a 37% increase in the number of pharmacies using PharmX during the past 12 months, up from 2500 to more than 3400 pharmacies. PharmX generates a more efficient and reliable way of managing stock for pharmacies, allowing them to place orders electronically with a wide range of suppliers.

Pharmacist Tom Silvan, business owner of SWAPS, said, "Electronic ordering is a vital way of making life easier and more efficient for both our customers and ourselves, and this was a major motivation for us to join PharmX. Importantly, electronic ordering means that we can be as responsive as possible to the needs of our pharmacy customers. As an independent supplier of pharmacy products, we are committed to ensuring that pharmacy owners are able to access the range of products that they want, in the quantities that they want, and with the responsiveness that they need. PharmX helps us to achieve this."

According to Brad Lumb, General Manager, PharmX, "Electronic delivery provides pharmacy with a far more efficient way of processing orders. These new partnerships with sanofi-aventis Consumer Healthcare and SWAPS are part of our strategy of ensuring that PharmX provides pharmacy with one point of access to all of the suppliers they need."

As well as increasing the efficiency of the supply chain, PharmX is fully integrated with existing POS and dispense software systems. PharmX provides the fastest and most efficient electronic ordering available to pharmacy today, with full integration with 95% of POS and dispense software used within Australian pharmacies. The gateway currently includes API, Symbion and Sigma as well as SWAPS, DHL, CHS, Genepharm, Arana, Atherton's, Barrett Distributors, CDN, Kororis, NPD.

In the three years since PharmX was established in 2006, more than 3400 pharmacies have begun using the gateway. More than 750,000 transactions orders and invoices are sent and received through the gateway each month. More than 1.8 million orders and 4.9 million invoices have been sent via the gateway in the past 12 months.

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About PharmX: Established early 2006, PharmX is a joint venture company, fully owned by the pharmacy IT vendors Corum, PCA NU systems, Simple Retail and Mountaintop. It is fully integrated with 95% of the POS/dispense market, including POS 2000, LOTS, Quicksell, Checkout, Fred NUHQ, Fred Office, Simple Retail Penny Lane, REG, Pos Pro, Fred Dispense, Minfos, POS Master, POS Browser and PharmacyPro.