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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Medicine Shoppe International, Inc. Selects Innovatix as Preferred Group Purchasing Organization for Long Term Care Business

August 21, 2007 – (New York, NY) Medicine Shoppe International, Inc. (MSI), a Cardinal Health Company, has selected Innovatix, LLC, the nation’s largest non-acute care group purchasing organization, as its preferred provider of group purchasing services for Medicine Shoppe® and Medicap Pharmacy® franchisees operating in the long term care (LTC) market.

“Innovatix is an industry leader, and brings a wealth of experience to the table, topped off with guaranteed personal attention for our franchisees. They offer a program tailored to suit the needs of our franchisees in the long term care market, ultimately offering cost savings,” said Richard Chapman, director of long-term care for MSI. “MSI is dedicated to collaborating with industry leaders like Innovatix to help advance the level of care our franchisees provide, increase franchisee profitability and help franchisees differentiate and grow their businesses.”

“Working with MSI as they support the growth and diversification of their franchisees is a perfect fit for Innovatix,” says John P. Sganga, President and CEO, Innovatix. “Most traditional non-acute GPOs have become stale, but our offering is far beyond the traditional group purchasing price in the book. We have the infrastructure with our clinical and customer care teams to support LTC pharmacies that want to pursue the opportunity of providing quality care to beneficiaries in the senior living environment.”

MSI will support franchisees currently in the LTC market and franchisees who decide to pursue this new market opportunity by offering them access to this special membership with Innovatix. The relationship with Innovatix will ease the transition into LTC by offering access to Innovatix’s comprehensive portfolio of supplies and services, including a suite of software that can help streamline workflow and improve overall pharmacy efficiency.

The Innovatix customer service team and clinical staff have been trained on state-specific guidelines for becoming an LTC pharmacy and are an available resource for helping to navigate the business opportunity. For those already serving the long-term care market, the ability to access one of the most comprehensive product offerings for this industry is now available.



Medicine Shoppe International, Inc., www.medicineshoppe.com, a Cardinal Health Company, is one of the largest franchisors of independent community pharmacies in the U.S. In 2003, Medicine Shoppe International acquired Medicap Pharmacies Incorporated, www.medicap.com, which franchises independent community pharmacies in the U.S. under the trade name Medicap Pharmacy®. Medicine Shoppe® and Medicap Pharmacy® locations are distinguished for their commitment to providing expert, personalized health care. In 2007, Medicine Shoppe pharmacies were awarded honors for “Highest Customer Satisfaction among Chain Drug Store Pharmacies” by J.D. Power and Associates. There are more than 900 domestic Medicine Shoppe pharmacies and Medicap Pharmacy locations and more than 400 Medicine Shoppe pharmacies in six other countries.

Innovatix, LLC is a full-service group purchasing organization serving over 10,000 non-acute care facilities throughout the United States. Innovatix is a joint venture between a subsidiary of the Greater New York Hospital Association and a subsidiary of Premier, Inc. To learn more about Innovatix, please call 888.285.3273 or visit us Online at www.innovatix.com

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