



NEWS RELEASE
For Immediate Release

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**MEDICINE SHOPPE® AND MEDICAP PHARMACY® STORES
CONTINUE TO LEAD THE INDUSTRY IN PROVIDING RETAIL-BASED,
MEDICATION THERAPY MANAGEMENT SESSIONS**

St. Louis, February 27, 2008 – For the second consecutive year, Medicine Shoppe® and Medicap Pharmacy® stores are leading the industry in providing retail-based Medication Therapy Management (MTM) sessions to qualifying Community CCRxSM patients through Mirixa Corporation (Mirixa). Community CCRx, a Prescription Drug Plan (PDP) under the 2007 Medicare Prescription Drug Program plan year, enabled retail pharmacists across the country to complete patients' MTM sessions in-person, at their pharmacy using Mirixa's Web-based clinical management system MirixaPro. Since the introduction of MTM programs under the Medicare Prescription Drug Program, the Centers for Medicare and Medicaid Services (CMS) requires plans to provide MTM to patients that meet certain criteria.

Medicine Shoppe and Medicap Pharmacy franchisees continue to outperform the overall network in percentage of cases completed. Franchisees have embraced the implementation of MTM services at the retail pharmacy level, providing patients one-on-one MTM counseling sessions to help improve patient health outcomes and catch potentially harmful medication interactions. In 2007, Medicine Shoppe and Medicap Pharmacy stores completed the largest number and percentage of available MTM cases in the Community CCRx MTM program, compared to other pharmacy groups in their category, and achieved an approximate 20 percent increase in their performance from 2006 to 2007. Additionally, 3 of the top 20 performers for the Community CCRx MTM program were Medicine Shoppe and Medicap Pharmacy pharmacists.

“Our pharmacists are dedicated to helping patients manage their health and medications,” said Bill Rampy, senior vice president of franchise operations for Medicine Shoppe International, Inc. (MSI), franchisor of Medicine Shoppe and Medicap Pharmacy stores. “The basic principles of MTM parallel the values that define the Medicine Shoppe and Medicap Pharmacy brands, and help our pharmacies to continue providing patients with the highest level of personalized care.”

Benefits for Patients

Early results provided to MSI from Medicine Shoppe and Medicap Pharmacy franchisees show that patients appreciate the opportunity to meet one-on-one with their pharmacist and benefit from their pharmacy-based MTM session. Through MTM sessions, Medicine Shoppe and Medicap Pharmacy pharmacists have counseled patients on many medication issues, including potentially fatal drug interactions. In addition, several

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MTM sessions have been able to identify patients that are non-compliant with their medication or could save money on their prescriptions. A few examples of recent results from MTM counseling sessions include:

- **Medicine Shoppe pharmacist Stan Winters, R.Ph.**, helped a non-compliant patient better understand her blood pressure medicine, begin to take her medication and improve her health. The patient had stopped taking her medication due to a side effect she learned of during her own research of the drug. During the MTM session, Winters gave a complete overview of the medication, including all potential side effects, and eased her concerns. The patient is now compliant and better managing her blood pressure.
- **Medicine Shoppe pharmacist Jana Bennett, R.Ph.**, uncovered a patient's difficulty in using a syringe to inject medication due to arthritis. Bennett was able to suggest a switch to dissolvable strips to help the patient take the medicine with ease. "She is a completely different person when she comes into my pharmacy now, and she looks at me as a trusted friend rather than her pharmacist," Bennett said.
- **Medicine Shoppe pharmacist Lea Goggin, R.Ph.**, identified lower-cost alternatives for a patient struggling to pay for her prescriptions. Goggin worked with three different providers to identify generic therapeutic alternatives for five of one patient's brand name drugs, lowering her costs significantly.

The early success of MTM and its ability to help lower prescription drug costs has many Pharmacy Benefit Managers (PBMs) and health plans also considering the development of MTM programs for use outside of the Medicare Prescription Drug Program. Several PBMs are currently creating value-based drug benefit programs for the commercial sector to help manage prescription costs and improve patients' health outcomes. MSI looks forward to the new opportunities to work with other plans on implementing effective MTM programs.

To help MSI pharmacies implement MTM into Medicine Shoppe and Medicap Pharmacy stores, MSI provides training and educational opportunities to franchisees, as well as individual consultation on best practices for conducting MTM sessions. MSI also has partnered with a local pharmacy school to assist in contacting and educating franchisees on MTM and its benefits for patients.

In the next year, Medicine Shoppe International plans to further drive the momentum of the MTM program. "As pharmacy reimbursements continue to shrink, it is increasingly important for community pharmacies to leverage new opportunities for growth," said Rampy. "MTM is an excellent opportunity to generate new revenue, as well as deepen customers' view of the pharmacist as an essential healthcare resource."

About Medicine Shoppe International

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 top 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.