

FOR IMMEDIATE RELEASE

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Medicine Shoppe International Selects Innovation Associates as Preferred Vendor for Pharmacy Automation Systems and Services

ST. LOUIS, MO – November 6, 2007 – Medicine Shoppe International, Inc. (MSI) has selected Innovation Associates, makers of PharmASSIST® pharmacy automation solutions, as its preferred vendor for pharmacy automation systems and services. With Innovation’s fully integrated counting technologies and robotic dispensing systems, Medicine Shoppe® and Medicap Pharmacy® franchisees will have a complete line of automated prescription dispensing hardware and software applications at their disposal to match up with specific pharmacy requirements.

“Innovation impressed us with their proven ability to “right-size” their technology for all levels of pharmacies,” said Robert Acord, vice president of pharmacy systems, Medicine Shoppe International, Inc. “An important aspect of our relationship with our franchisees is to avail them of products and services with a proven ROI. The unique scalability of the PharmASSIST product line helps them to maximize their technology investment as they grow their business.”

Innovation’s PharmASSIST product suite is comprised of PharmASSIST Symphony® Systems (workflow and counting technology), Eyecon™ (countertop counting technology), SmartScale™ (counting scale), SmartCabinet® (counting technology) ROBOTx® (retail robotic dispensing), and RDS ROBOTx (high-volume, central fill robotic dispensing systems). Innovation has achieved Gold Certified Partner status in the Microsoft® Partner Program with a competency in ISV/Software Solutions, recognizing Innovation’s expertise and impact in the technology marketplace.

“Although Innovation already enjoys a customer relationship with a number of Medicine Shoppe franchisees, establishing this higher-level partnership provides franchisees with additional benefits that we can’t offer individual customers,” said Mary Reno, CEO, Innovation. “By participating in Medicine Shoppe programs like this, we get to hear a consolidated voice of the customer, which comes through loud and clear.”

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About Medicine Shoppe International, Inc.

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.

About Innovation Associates

Innovation Associates, Inc., a leader in the world of automated prescription dispensing, offers the PharmASSIST family of products to address the prescription growth, quality assurance, pharmacy workflow, and cost control challenges of all size pharmacies. With over three decades of broad-based, business experience, Innovation Associates is dedicated to delivering the highest-quality pharmacy automation products to the pharmacy industry.

For more information please visit www.innovat.com or www.medicineshoppe.com.

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