

FOR IMMEDIATE RELEASE

DRS RepReview Sales through 2Q14 Running Ahead of Same Period Last Year

Proactive reconciliation module complements DRS PDMA OneSource sampling and compliance solutions; gains wide spread support among life sciences leaders

UNION, NJ—July 14, 2014— Data Reduction Systems Corporation (DRS, www.drscorp.com), a leading developer of information management solutions, announced today that a growing number of the world's most prominent pharmaceutical companies are selecting DRS RepReview software to manage and monitor their sample reconciliations and FDA compliance reporting. DRS RepReview easily integrates with several other modular solutions from the DRS PDMA OneSource product sampling suite that are currently being used by many of these companies.

DRS RepReview is a validated, easy-to-use software solution that cost-effectively and proactively reconciles prescription drug sample inventories. By integrating information from the field with that of the home office, DRS RepReview provides a comprehensive view of field sampling activities using built in Business Intelligence reporting. For most clients, DRS PDMA OneSource's modular advantage is quite evident and so they opt for even more robust offerings by including DRS ComplianceView, an application that monitors sales associate sampling trends and provides valuable reports to the samples management staff at the home office. The tool of choice for maintaining full compliance with the Prescription Drug Marketing Act (PDMA), DRS RepReview has been developed to exceed the needs of most clients. It can, however, be configured to meet special analyses requirements with the addition of sales, marketing and compliance modules available from within the DRS PDMA OneSource software suite.

Several factors are contributing to DRS RepReview becoming the *application-of-choice*, starting with Data Reduction System's reputation as the *solutions provider of choice* for numerous worldwide companies since 1985. Equally important to current decision makers is DRS' ability to deliver a more comprehensive, cost-effective alternative to more costly and complex reconciliation solutions in a time-sensitive manner.

DRS Rep Review's built-in design simplicity and flexibility allows it to (a) work seamlessly with DRS' own suite of data collection solutions – either paper or PharmaSync®5.0 -- or (b) integrate with any existing process. Either way, DRS RepReview enables users to view handwritten or electronic PharmaSync (e-signature) forms submitted by sales representatives right within the system.

As a result, product movement information can be shared by sales, marketing and compliance departments simultaneously. DRS RepReview has been designed to review all types of sample movement and help find variances and address them proactively. Not only does it provide reasons why a sales representative may be out of variance, but it also offers ways to close the variance and reconcile the sales period while maintaining a full dossier of the activity for reporting.

"Being selected by worldwide organizations of this magnitude and prestige further underscores DRS' standing in the life science market as a premier provider of simple, cost-effective solutions," said Rick McQuade, president of DRS. "It is also a significant expression of DRS' ongoing initiative to help companies become more productive while adhering to legislated requirements and corporate policies as evidenced by solutions like DRS RepReview, DRS ComplianceView, and PharmaSync®, our patented, real-time, data collection tool, DRS AggregateSpend, DRS SampleAllocation and CRMonline, our universal interface to any on-demand Web-based or enterprise CRM system."

About Data Reduction Systems Corp -- Since its inception in 1985, Data Reduction Systems Corp. has been at the forefront of new information management technologies. Over that span, we have enabled some of the world's leading companies to enhance the management, storage and retrieval of their vital business records while helping to ensure cost-efficiencies and the integrity of their corporate standings. In addition to providing on- and off-site processing services, DRS specializes in extensive software development; assessing labor requirements; sourcing and allocation; and effectively managing projects within short completion time frames. DRS is headquartered in Union, New Jersey. For more information, please contact DRS at 908.687.5636 or visit www.drscorp.com