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WORLDWIDE NEWS RELEASE

PharmaSync® 5.0
e-SIGNATURE ON THE WEB FROM DRS

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Data Reduction Systems Announces PharmaSync® Version 5.0

E-sampling tool features browser-based application delivery on mobile devices; virtually eliminates OS and hardware dependence

UNION, NJ—March 1, 2011—Data Reduction Systems Corporation (DRS, www.drscorp.com), a leading provider of business-critical software products and services for the life sciences, today introduced PharmaSync® 5.0, the latest version of the company's patented, real-time data collection tool. With the announcement, DRS brings to market a 21 CFR Part 11-compliant product sampling and accountability system developed not as a software application but rather as a cloud-based service specifically for the browser. Capable of functioning on or offline, PharmaSync 5.0 cuts through the highly fragmented mobile market as it will run on most OS platforms including Apple, Android, Symbian, Microsoft Windows 7 and BlackBerry, and it can be deployed on any capacitive tablet or mobile device.

"According to a recent study, the browser is fast becoming the preferred way to deliver applications because it enables easy deployment across multiple hardware and OS options," said Marc Chester, DRS' vice president of Business Development. "In addition to total ubiquity, PharmaSync 5.0 is undoubtedly the most feature rich version we've ever offered. For example, HCPs can sign for samples simply by using a finger swipe or capacitive stylus; Web enabled, PharmaSync 5.0 will work in any HTML5 compliant browser and it is backwards compatible using the free Google Chrome Frame plug which allows users to deploy modern HTML5 web applications within Internet Explorer; and perhaps best of all, since PharmaSync® 5.0 is transaction-based, there are no individual sales representative licensing fees which means it will now be more widely available to more user companies."

In addition, by virtually eliminating browser, operating system and hardware dependency, PharmaSync 5.0 makes it easier and more cost effective to integrate a number of front-and back-end sales and marketing functions, e.g., linking sales representative product sampling and healthcare professional direct sample ordering with CRM.

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Expanding the potential. Fulfilling the promise.

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Total Ubiquity and the Universal Interface

To ensure management that marketing and sales are operating at peak efficiency, data is collected with PharmaSync 5.0. In real time, our universal interface, DRS CRMonline, facilitates the seamless migration of that data to any Web-based or enterprise CRM system. All simultaneously validated in strict compliance with corporate rules and federal regulations for Title 21 CFR Part 11 and PDMA.

"When you get right down to it, the newly developed, cross-platform technology built into PharmaSync 5.0 will enable our clients to access the most advanced e-sampling /e-signature/data collection tool on the market today on their existing smartphones, tablets, laptops or desktop PCs without having to swap out their machines or operating systems," said Rick McQuade, DRS president and CEO. "We are all very excited about this product launch but even more so about the enthusiasm in evidence among our current and prospective clients as well. Most of which centers around the native features and benefits built into PharmaSync 5.0 and the notion that they can finally be free of OS / Browser / Hardware restrictions and dependency."

About PharmaSync

Invented specifically for the life sciences industry, DRS' revolutionary, electronic data collection tool has set new standards for simplifying and lowering prescription drug sampling transaction costs. In 2005, PharmaSync was awarded a patent by the United States Patent and Trademark Office based in part on unique technology that "*carries out all tracking and distribution activities in real time – from samples request through to samples disbursement from central inventory -- while enabling pharmaceutical companies to eliminate paper documents, speed dissemination of data, improve data integrity all in full compliance with PDMA (Prescription Drug Marketing Act) regulations.*" Building on this rock-solid foundation, DRS has now developed the new, cross-platform PharmaSync 5.0 with more functionality, mobility and ubiquity than ever before.

About DRS

Since its inception in 1985, Data Reduction Systems Corp. has been at the forefront of new information management technologies. From its origins in micrographics to the latest innovations in digital storage, the company has always followed the business strategy of offering state-of-the-art archival and retrieval solutions to its industry partners. Collectively these credentials have enabled some of the world's leading companies to enhance the management, storage and retrieval of their vital business records thus ensuring the integrity of their corporate standings.

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