



## FOR IMMEDIATE RELEASE

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### ZYNCHROS, INC. & DESTINATIONRX, INC. ANNOUNCE STRATEGIC PARTNERSHIP

*Partnership to Assist Health Plan Members Locate Approved and Affordable Medication through the Delivery of Integrated Web Services*

SEATTLE, WA and LOS ANGELES, CA – February 5, 2008 – Zynchros, Inc. & DestinationRx, Inc. today announced they have entered into a strategic partnership to deliver integrated web services to health plans. These services will combine health plan formulary information with comparison tools to empower health plan members to make smart, informed choices about their medications. The benefits to the health plans are improved formulary compliance and a higher level of member service that will encourage greater retention rates.

"Our customers count on Zynchros to deliver a centralized formulary solution, synchronizing accurate formulary data for unlimited translation and distribution to all of their stakeholders," commented Marc Lilly, CEO of Zynchros, Inc. "DestinationRx is a strategic partnership for Zynchros. The certified export to their system extends our platform's value directly to health plan members. As our partnership grows we will be delivering more services in support of our customers' marketing and retention efforts, their quality of service goals as well as providing a powerful solution set for establishing Pharmacy Quality Management programs that help lead the way to digital healthcare."

"One of the first lessons we learned working with health plans was the importance of creating resources that coordinate with formularies. Average wholesale price is irrelevant to plan members without formulary and plan design. We're excited about how our relationship with Zynchros will automate the exchange of data and make integrating our



decision-support tools even easier for our client health plans and PBMs," said Toby Rogers, Executive Vice President, DestinationRx.

**ABOUT DESTINATIONRX, INC.**

Founded in 1999, DestinationRx is a leader in consumer drug comparison and purchasing technology. The company provides government and commercial plan providers with the resources to create fully-integrated and comprehensive decision-support capabilities for their members. DestinationRx is also a leading consumer resource, providing education, price comparisons, and purchasing options for a variety of prescription drug and other healthcare transactions. The company's client roster includes the Centers for Medicare and Medicaid Services (CMS), pharmacy benefits managers (PBMs), large health plans, Fortune 100 employers, and advocacy organizations such as the American Association of Retired Persons (AARP). On May 5, 2006, DestinationRx acquired Rxaminer, the first organization to provide consumers with equivalent-dose drug comparison pricing. For more information, visit: [www.DestinationRx.com](http://www.DestinationRx.com).

**ABOUT ZYNCHROS, INC.**

Founded in 2000, privately-held Zynchros, Inc. (formerly Script IQ, Inc.) delivers technology-based solutions that transform the economics of drug-based wellness, improving compliance and agility of health insurers and pharmacy benefit managers. The Zynchros.com on-demand platform provides the workflow processes necessary to initiate pharmacy quality management, improving responsiveness, control and efficiency by synchronizing all of the participants in pharmacy benefits, from P&T to the point of care. To learn more about how Zynchros is interconnecting the world of pharmacy benefits visit [www.zynchros.com](http://www.zynchros.com) or call 1-866-996-2476.

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