

WellDyneRx Chooses Lakeland, FL for Leading Edge Pharmacy

Centennial, CO – August 25, 2008 – WellDyneRx, Inc. , a national pharmacy benefit management company, has announced plans to more than triple their prescription mail service capacity with the opening of a new facility in Lakeland, Florida. The operation in Lakeland will be a world class facility, for both pharmacy and call center, utilizing the most advanced prescription mail service technology in the nation.

“We continue to have great market response to our pharmacy benefit offering and need to support this business success with additional capacity,” states Damien Lamendola, President and CEO of WellDyneRx. “We have been leveraging technology, innovation, flexibility and a strong commitment to service to earn our reputation as the premier provider of high quality prescription services. This has resulted in growing our business at such a healthy rate that we are able to create over 670 new jobs in the Florida market.”

Lakeland was chosen after a comprehensive evaluation of targeted communities completed by Development Advisors, a Charlotte-based consulting firm. Polk County won out over competing locations in Florida, North Carolina and South Carolina. Lakeland’s business-friendly environment, impressive workforce and community atmosphere were notable factors in the site selection. Lakeland’s location provides immediate access to major drug distribution centers and national transportation services for timely, cost effective shipments to WellDyne’s clients nationwide.

“Lakeland, Polk County and the State of Florida offered WellDyneRx a very competitive solution for their expansion needs – a great workforce, the perfect building and the community support needed to win the project. This is a significant victory for our community and we’re very happy about their decision” exclaimed Steve Scruggs, executive director of the Lakeland Economic Development Council.

WellDyneRx plans to invest \$20 million to establish its southeastern operations center. The new 66,000 sq. ft Lakeland facility slated to open in November will utilize an advanced robotic dispensing and distribution system that improves efficiency, safety and cost effectiveness. It has the capacity to fill over 30 million prescriptions per year. This same advanced technology has been in place for the mail service operations in the Centennial, Colorado headquarters and has improved capacity while delivering the highest levels of patient safety in the industry.

“We are opening this new facility to answer the increased demand for WellDyneRx’ prescription drug services across the United States,” says Susan Cain, Chief Operating Officer. “We strategically chose Lakeland, Florida to geographically balance our operations while providing us with a secure back up facility which enables us to better serve our growing customer base. To serve this growing customer base, we are committed to attracting a talented work force that will be a major part of our continued growth and success.”

WellDyneRx will provide competitive salaries and a comprehensive employee benefit package for a wide range of positions; including pharmacists, pharmacy technicians, developers, call center and support functions within accounting and technology. Hiring will begin in the third quarter of 2008 with the majority of the hiring expected in 2009 and 2010. Requests for information or resumes can be directed to HR@welldynrx.com.

About WellDyneRx:

WellDyneRx, a national pharmacy benefit management company, currently serves their more than 3 million health plan members through a retail network of over 59,000 national

pharmacies and two mail service facilities. It also provides access to comprehensive specialty drug therapy for its clients and members. WellDyneRx' customers include Managed Care Organizations, Medicare and government health plans, as well as those of employers and unions.

Company Contact: Susan Cain
(303)645-2613
scain@welldynerx.com

Employment Contact: Carol Perkins
7472 S Tucson Way
Centennial, CO 80112
cperkins@welldynerx.com

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