



Parata
Parata Puts You Out in Front.

News Release

Contact: Nanette Kirsch
Senior Director, Marketing Communication
919-433-4363
nkirsch@parata.com

PARATA ONEPAC™ PACKAGING PROMOTES ADHERENCE FOR RETAIL CUSTOMERS *Caregivers, Seniors, Parents and Travelers Benefit from Safety and Convenience*

DURHAM, NC (Feb. 4, 2008) – Parata Systems announces the launch of PACMED™ C30, an innovative compliance packaging technology that extends the safety and convenience advantages of its onePAC packaging to all consumers who take more than one prescription daily. Parata is supporting the rollout with a national consumer awareness campaign, including the launch of www.myonepac.org.

onePAC packaging creates a new revenue opportunity and a valuable competitive differentiator for pharmacies. Each 30-day onePAC strip is comprised of a series of unit- and/or multi-dose packages that are prepared and verified by the pharmacy. Each onePAC package is custom-printed with up to 19 lines of vital information that facilitates adherence including: patient name, medication names and strengths, pill descriptions and time of dose.

onePAC packaging is an appealing option for the more than half of Americans who take two or more medications a day, including OTCs, with special appeal for several consumer segments, including:

- **Caregivers** who want to ensure their care recipients adhere to their medication regimens
- **Parents** whose children need to take medications when they are away at school or camp
- **Travelers** seeking an easier way to take medications on the road

“Adherence is a critical touch point in the circle of pharmacy care, and Parata’s launch of PACMED C30 offers an exciting new way for pharmacies to extend their care by improving patient adherence, safety and convenience,” says Tom Rhoads, executive vice president for customer and market strategies at Parata Systems.

“When it comes to helping people who take multiple medications take them consistently and safely, onePAC packaging is the way of the future,” Patty Crawford, president of LTCPMS, says. “The impact of the nursing shortage is forcing senior healthcare providers to seek safe and effective ways to administer medications. Whether in long-term care settings or at home, onePAC packaging is a timely and effective innovation in how medications are dosed. The impact on improved health and extended independence is incalculable.”

Parata Systems
2600 Meridian Parkway
Durham, NC 27713

(888) PARATA1
(888) 727-2821
www.parata.com
info@parata.com

-more-



Parata
Parata Puts You Out in Front.

Unlike PACMED's larger-capacity box and sliding-door units, which are designed to service long-term care and other residential settings, PACMED's C30 model is designed specifically for small-scale pharmacy programs. Its 30 canisters accommodate top movers and a special tablet system (STS) handles one-off medications. Parata's proprietary Server Plus software offers a flexible, user-friendly interface.

PACMED is efficient and accurate, generating up to 60 unit-dose or 50 multi-dose packages a minute. PACMED is a more valuable, far less labor-intensive alternative to traditional, manual med-prep programs.

Consumers can learn about the benefits of onePAC packaging at www.myonepac.org. The site also helps consumers locate a pharmacy that offers onePAC packaging, or request onePAC samples to take to their pharmacist.

#

About Parata Systems

Durham, N.C.-based Parata Systems, LLC, offers industry-leading technology that improves safety and convenience at key touch points in the circle of pharmacy care:

1. **Fill.** Parata® RDS (Robotic Dispensing System) to improve the speed and accuracy of dispensing at retail pharmacies
2. **Serve.** Parata eXpress APM® to expand convenience, safety and privacy with self-service prescription pick up
3. **Adhere.** Parata onePAC™ packaging, which improves patient safety by promoting better adherence with easy-to-use, customized, convenience packaging for medications.

To learn more call, click or visit Parata Systems, www.parata.com, info@parata.com, 1-888-PARATA1 (727-2821).

#

Parata Systems
2600 Meridian Parkway
Durham, NC 27713

(888) PARATA1
(888) 727-2821
www.parata.com
info@parata.com