



Parata
Parata Puts You Out in Front.

News Release

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PARATA SYSTEMS LAUNCHES FIRST AND ONLY NEXT-GENERATION PHARMACY AUTOMATION

Parata® Max™ and Parata® Mini™ Advances Adapt to Pharmacies' Workflow

DURHAM, N.C. (July 7, 2008) – Parata Systems today unveiled the first and only next-generation pharmacy automation, Parata Max and Parata Mini, which operate with far greater autonomy to make them simple for pharmacies to learn, use and maintain. Parata Max and Mini are designed for once-daily maintenance that takes just minutes to complete.

The solutions also introduce a breakthrough, two-sided design that segregates inventory and dispensing activities to increase productivity, reduce bottlenecks and install flexibly. Parata invested three years and the equivalent of 200 years of lifecycle testing to bring these solutions to market.

“Where first-generation technologies require you to adapt to them, next-generation technologies adapt to your needs, for a more intuitive and satisfying experience,” said Parata’s Tom Rhoads, executive vice president, customer and market strategies. “Parata Max and Mini build on the powerful foundation of our flagship Parata RDS to help pharmacies make the leap from good to great.”

Parata Max Supports Pharmacy Growth

Parata Max significantly reduces staff support requirements, allowing, for example, a full day’s supply of caps and vials to be dumped into the unit at one time. Max holds up to 232 finished prescriptions, so it can process a full day’s volume in most pharmacies without needing to be cleared.

Further, Parata increased cell capacity by 30 percent to reduce replenishment frequency and support the pharmacy industry’s move toward bigger pills and bigger fills. The improved cells set new benchmarks for counting accuracy, at about 10 times current industry standards.

Parata Mini Introduces Entry-Level Automation

Parata Mini, a semi-automated version of the same core technology, eliminates cell exchanges, making it easy for even start-up pharmacies to open their doors with automation. Mini automates counting for a pharmacy’s top 49 movers, typically about 30 percent of its total prescription volume.

Parata Mini is highly intuitive to use. Its simple training is especially appealing in pharmacies where high employee turnover makes retraining a consideration.

Parata Mini and Max create the first truly scalable path from entry-level to full automation.

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“Parata Max anticipates future pharmacy requirements over the next five years and beyond. As pharmacies are moving closer to the front lines of America’s healthcare, pharmacists are moving beyond the counter and more strongly into the role of trusted healthcare providers. In this evolution, dispensing is becoming a commodity transaction that must be accomplished at high volumes with high accuracy. The launch of Parata Max and Mini gives pharmacies the tools they need now to make this transformation successfully.”

About Parata Systems

Durham, N.C.-based Parata Systems, LLC, was founded in 2001 to offer industry-leading technology solutions that improve consumer safety and convenience at key touch points in the circle of pharmacy care:

1. **Fill** – Parata® Max™ and Parata® Mini™, the industry’s first and only next-generation pharmacy automation, help pharmacies process high prescription volumes with great efficiency and accuracy. With once-daily maintenance that takes just minutes to complete, they are simple for pharmacies to learn, use and maintain.
2. **Serve** – Parata APM® expands convenience, safety and privacy with self-service prescription pick up.
3. **Adhere** – onePAC™ packaging improves prescription safety and convenience, and promotes adherence with easy-to-use, customized medication packaging. onePAC benefits patients living independently or in long-term care settings who take more than one medication a day, including OTCs.

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

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