



Press Release

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Parata Systems Introduces Support Team *Chain Store Demand and Parata Customer Commitment Drive Decision*

Durham, N.C. (Sept. 14, 2004) – Parata Systems announced today that it is building an internal service and support team to take on the responsibilities today handled for the company by Eastman Kodak subsidiary Qualex (DBA Kodak Service and Support). The transition will be complete by year-end.

“Our customers have enjoyed high-quality service and support to date through our partnership with Qualex. Qualex enabled our company to scale quickly from our market launch, and not miss a beat servicing our diverse customer base, spanning community and chain pharmacies to outpatient clinical settings,” Pete Klein, cofounder and vice president Industry Relations at Parata, explains.

“Installation is relatively straightforward, as is the maintenance of our Parata RDS (Robotic Dispensing System),” Klein adds. “A key component of our customer relationship, and a factor in this decision, is to provide the broad range of industry expertise that will help pharmacies fully leverage their investment in Parata RDS to achieve greater capacity, in addition to advancing their business goals relative to enhanced patient care, expanded services and more efficient processes.”

Parata Builds Closer Ties to Customers

“As demand for Parata RDS (Robotic Dispensing System) expands to the thousands, with strong growth in the chain segment, we felt it was important to be as close to our customers as possible,” Charles “De” Lelly, vice president Product Services, says. “Having our own, highly trained support team and a robust internal knowledgebase enrich our customers’ experiences, as well as the overall quality of our support, our product and our engineering.”

According to Lelly, the transition is well under way, with a significant percentage of the field service engineers required to service Parata’s customer base already trained and in the field.

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Press Release

Lelly provides a strong foundation for Parata's emerging service and support organization, with his robust, 30-year career in service and support, including 15 years in executive posts with Qualex, Inc., the last four years as president. At Qualex Lelly's focus was on servicing customers in the consumer imaging segment, which includes many retail pharmacies, offering a strong complement to the focus of Parata Systems.

About Parata Systems

Durham, N.C.-based Parata Systems, LLC, brings the power of robotic prescription dispensing to all retail pharmacies. Founded in 2001, Parata's flagship Parata RDS (Robotic Dispensing System) fills a prescription in just 20 seconds, a cycle time that includes selecting and labeling a vial, filling, capping and sorting by patient last name. At just 12-square-foot the sleek, compact machine is an easy fit in any pharmacy, occupying the space of a single shelving unit. Call, click or visit Parata Systems, www.parata.com, info@parata.com, 1-877-PARATA1 (727-2821).

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