

PHARMAGEST INTER@CTIVE PRESENTS ITS IPHONE APPLICATION TO THE PUBLIC

Villers les Nancy, 16th March 2010 – 18 :00 (CET) – On the 25th occasion of the 1st European pharmacy trade fair, which is being held in Paris from 27 to 29 March 2010, Pharmagest Inter@ctive announces the launch of its iPhone application for patients and pharmacists. This most recent Pharmagora event will therefore once more provide the platform for the French leader in pharmacy information technology to present its latest technological innovations.

New iPhone applications to offer better support to pharmacists and their patients.

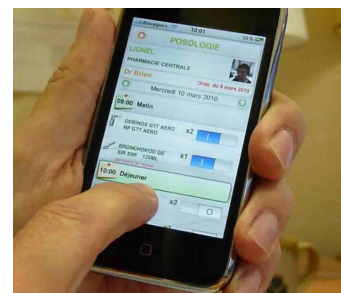
After developing "communication services" in 2008, enabling the patient to be automatically informed for example, of treatment or prescription renewal, by text or e-mail, Pharmagest Inter@ctive today goes further by launching new iPhone applications.

The iPhone application developed by Pharmagest Inter@ctive offers pharmacists completely new services, in tune with their everyday life:

- Monitoring treatment: alerts for administration and dosage reminders
- Pharmacy information: access to the Pharmattitude website window via the iPhone interface
- Consultation and sending prescriptions to your pharmacist.

Offered free of charge by the pharmacist to their patients, iPhone owners will have the possibility "to take their pharmacy with them wherever they go". With a GPS function, this application will also allow the patient to search for the pharmacy closest to them and find their way there.

This innovation will mean a strengthening in the relationship of closeness and communication between the pharmacist and their customer.



Launch of the new LGPI

At Pharmagora, Pharmagest Inter@ctive will also present other first rate innovations such as the new LGPI Global Services, bringing together expert tools to find the way towards profitability for orders, prices and promotions, or again the latest evolutions in OffiMedia, displaying the total to be paid or printing small posters for products.

Pharmagora 2010: Services for Patients at the heart of the new Pharmagest Inter@ctive product

In Article 38, the HPST Law (Hospitals, Patients, Health and Territory Law) of July 2009, defines new tasks for the pharmacist, in particular in terms of therapeutic education, repetition and support for patients suffering from chronic illnesses, monitoring dosages or even in terms of advice.

For more than 25 years, patient services and increasing the value of pharmaceutical action have been at the heart of Pharmagest Inter@ctive service products which, with the LGPI in particular, offer pharmacists tools enabling them to fulfill these new tasks effectively. The development of the iPhone application is a new product which keeps the pharmacist in tune with their customers' new forms of communication.

Visit Pharmagest Inter@ctive at Pharmagora from 27 to 29 March 2010
Welcoop Stand A42/B59
Level 3 Hall : 7
Access via the Orion hall - Porte de Versailles (Metro : Porte de Versailles)

The Pharmagest Inter@ctive Group:

The Pharmagest Inter@ctive Group – CIP SA is the French leader in pharmacy information technology, with 43% of market share, 9,800 clients and 600 staff. Since September 2007, the Group has also enjoyed a presence in Northern Europe with 12.7% market share in Belgium and Luxembourg.

The favoured partner of pharmacists for over 20 years, Pharmagest Inter@ctive creates innovative information technology solutions for pharmacies, and develops E-Business E-Media activity with great potential for laboratories.

The Group is also developing new software solutions for care homes and day centres for the elderly.

The first Integrated Portal Management Software (LGPI®), creating entries for the patient, the pharmacist and the laboratory, boosts sales, optimizes purchases and enhances patient advice. It is also the first permanent impact medium for pharmacies, supplying laboratories with direct communication towards the pharmacist and his patients.

Listed on NYSE Euronext Paris™ - Compartment C
on the CAC SMALL90 and SBF 250 indices by inclusion -

ISIN : FR 0000077687 – Reuters : PHAPA – Bloomberg : - PMGI FP
Find out the latest news from the group at www.pharmagest.com

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