

FOR IMMEDIATE RELEASE

LDM GROUP, LLC & MEDIRESOURCE INC. PARTNER TO IMPROVE PATIENT OUTCOMES
Using Innovative Technologies to Drive Health & Wellness Solutions.

St. Louis, MO and Toronto, ON (February 21, 2011) – LDM Group, LLC (LDM), a leading provider of behavior based prescription management programs, announced today that it has reached a significant partnership with MediResource Inc. (MRI), a leading developer of consumer health information and disease management solutions. The new partnership combines the strength and value of both companies to provide industry leading online, point-of-care and mobile patient information and education solutions.

LDM will access MRI's health information libraries and ground breaking disease management programs that connect today's digital patient to the health care system. Pharmacies, prescribers and healthcare clinics using LDM CarePoints® and ScriptGuide® platforms will now gain even greater benefits from the breadth, flexibility, and scalability of the combined LDM and MRI offering.

"Patients are increasingly focused on managing their health and turning to online resources for help. LDM recognizes the need to provide patients with reliable and trusted health and wellness information," said LDM Group Vice President, Joe Buse. "Our partnership with MediResource allows us to continue providing trusted health information with greater flexibility and to enhance patient experiences in combination with our pharmacies, prescribers and technology vendors."

"The combined offerings will reduce barriers for pharmacies, prescribers and technology vendors to develop significant health websites that fulfill patient needs. Our turn-key solutions provide LDM clients with a leading health portal faster and more cost-effectively than any other solution available," said MediResource COO, Pierre Paquette.

MRI will contribute its significant content assets, including drug and disease libraries, patient support group directories, 20 additional health libraries, health tools, health risk assessments and digital health coaching. The combined MRI and LDM delivery platforms can serve as a gateway for e-health record applications and to introduce online learning in the future.

"Health care continues to change at a very rapid pace and partnerships like this ensure we remain on the leading edge," said MediResource CEO, Paul Kostoff. "LDM Group an industry leader; collectively we will set new standards for delivering patient information and disease management."

Mark Heinold, LDM Group President, said, "At LDM, we believe in forming strategic partnerships with industry leaders to advance the role of technology in providing health services and information. This partnership with MRI enhances our ability to deliver the health information and resources necessary to support our vision of healthier patients interacting with our partners and their communities."

About LDM Group, LLC:

LDM Group is comprised of seasoned leaders with proven track records in consumer based communication and measurement. Our physician based patient messaging system (ScriptGuide®) and pharmacy communication platform (CarePoints®) serve as the impetus for patients to be better educated about their healthcare. ScriptGuide is provided in real time as the prescription is being ordered in the physician's office during a patient's consultation and engages the patient-physician relationship by providing individualized messaging from the manufacturer and co-branded with the physician, increasing fill rates and adherence to therapy. The CarePoints communication is a personalized, targeted message that is provided to the patient through the pharmacist relationship. For more information, please visit www.ldmgrp.com or email info@ldmgrp.com.

About MediResource, Inc.

MediResource connects today's digital patient to the health care system through patient-level health information and ground breaking disease management programs. Our products and solutions activate and empower patients to make meaningful change using our industry leading consumer health knowledgebase, decision support tools and digital health coaching. We help save time and money by providing customers with expertise and managed solutions, including editorial

support, hosting and newsletter management. Our evidence-based web and mobile solutions are used by pharmacies, hospitals, clinics, payers, employers, publishers and government. Contact ppaquette@mediresource.com.
www.mediresource.com.