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***Mirixa Corporation and the APhA Foundation form partnership  
APhA Foundation and NCPA Join Forces to Deliver Patient Care via Single Platform,  
MirixaPro<sup>SM</sup>***

**Reston, VA, and Washington, DC, (October 9, 2008)** Mirixa Corporation and the American Pharmacists Association (APhA) Foundation, the creator of the Diabetes Ten City Challenge and a partner in the Asheville Project<sup>®</sup>, jointly announced today that they will form a new partnership that will deliver all of APhA Foundation's HealthMapRx commercial programs via Mirixa. MirixaPro<sup>SM</sup> will be the platform of choice for all existing and future APhA Foundation commercial programs delivered through pharmacy.

This partnership joins the quality and reach of Mirixa-enabled patient care programs and services with the APhA Foundation's highly respected and nationally renowned employer-based disease management and wellness research efforts. Additionally, this enhanced alliance between the National Community Pharmacist Association (NCPA), which sponsors Mirixa, and the APhA Foundation represents a significant opportunity for the pharmacy community by providing enhanced opportunities to deliver patient care services.

"We are delighted to have earned the trust of the APhA Foundation and to be selected as their business partner and pharmacy platform of choice," expressed Rick Solano, Mirixa's Chief Executive Officer. "This partnership represents a significant step forward in enhancing pharmacy-based patient care and education services at the national level, and will help pharmacists improve consumer health and the quality of many lives," added Mr. Solano.

"This important collaboration between national pharmacist organizations has the tremendous potential to incentivize wellness, improve patient outcomes and manage costs, thereby addressing critical issues facing the U.S. healthcare system. The new partnership creates synergies that will provide enhanced service delivery and program offerings to current and future clients and responds to requests by our employer clients and pharmacists for integrated systems for patient care," said William Ellis, R.Ph., Executive Director and Chief Executive Officer of the APhA Foundation.

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Mirixa will manage the new partnership and will begin integration and transition steps as soon as the partnership is finalized. All existing commercialized APhA Foundation programs will continue uninterrupted during the transition period. The APhA Foundation will continue to focus on its core mission to improve the quality of consumer health outcomes through demonstration projects, incentive grants, institutes and scholarship programs.

***About the APhA Foundation***

The American Pharmacists Association (APhA) Foundation, headquartered in Washington, D.C., is a non-profit organization affiliated with the American Pharmacists Association, the national professional society of pharmacists in the United States. The APhA Foundation has expertise in designing programs that seek to create a new medication use system in the United States where patients, pharmacists, physicians and other health care providers collaborate to dramatically improve the cost and quality of consumer health outcomes through the safe and effective use of medications. For additional information: [www.aphafoundation.org](http://www.aphafoundation.org).

***About Mirixa***

Mirixa Corporation, sponsored by the National Community Pharmacists Association (NCPA), is the leader in targeted patient care services delivered via the nation's largest pharmacy-based patient care network. Dedicated to improving patients' health, Mirixa enables the healthcare community to deliver patient care services through retail pharmacy. Mirixa's web-based clinical application, MirixaPro<sup>SM</sup>, is used by pharmacists to deliver standardized patient care services. For more information, please visit [www.Mirixa.com](http://www.Mirixa.com).

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