



The Pharmacy
Guild of Australia

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Mirixa Announces Agreement with The Pharmacy Guild of Australia

MirixaProSM chosen to enable patient care services in Australia through retail pharmacies nationwide

NCPA 110th Annual Convention, Tampa, FL, (October 14, 2008) Mirixa Corporation, the leader in pharmacy-based patient care services and healthlinks.net, a subsidiary of the Pharmacy Guild of Australia, announced today that they have signed a definitive technology licensing and business consulting agreement, paving the way for the use of MirixaProSM in Australia's pharmacies nationwide. Mirixa Australia, a newly formed business venture, will be operated by the Guild's healthlinks.net subsidiary.

Under the agreement, Mirixa, which is sponsored by the National Community Pharmacists Association (NCPA), will adapt and license its widely used web-based software, MirixaProSM, for use by pharmacies in Australia. Additionally, Mirixa's success and leadership in enabling patient care services, through its U.S. network of 46,000 contracted pharmacies, will be leveraged by the Guild as it builds its Australian national program. The Guild will initially deploy Mirixa technology and services to facilitate improved medication adherence and outcomes via programs that harness the power of the pharmacist-patient relationship.

"Medication non-adherence is a challenging and complex global problem that results in poor health and increased health care costs," said Kos Sclavos, National President of the Pharmacy Guild of Australia. "After investigating several options, it became clear that Mirixa's experience and advanced technology provide us with the ability to quickly introduce programs that improve medication adherence and healthcare outcomes in Australia. We are looking forward to working with the Mirixa team to bring technology-enabled services to pharmacists and their patients across Australia," added Mr. Sclavos.

"The partnership between Mirixa and the Pharmacy Guild of Australia is a culmination of years of conversations with our international pharmacy partners. The endorsement of Mirixa and MirixaPro is a testament to our emphasis on the pharmacy and patient care relationship, and the realization of

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that focus by our partners in Australia,” said Bruce T. Roberts, Chief Executive Officer and Executive Vice President, NCPA.

“The Pharmacy Guild of Australia has a widely recognized track record of innovation in technology and services at pharmacy, and we’re honored to have them as a business partner,” expressed Rick Solano, Mirixa’s Chief Executive Officer. “We foresee a bright future of collaboration with the Guild, and look forward to demonstrating the clear value that community pharmacy brings to improving the safety, quality and effectiveness of patient care worldwide,” added Mr. Solano.

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, MirixaProSM, is used by pharmacists to deliver standardized patient care services. For more information, please visit www.Mirixa.com.

About The Pharmacy Guild of Australia

The Pharmacy Guild of Australia was established in 1928, bringing together several small retail pharmacy organizations then operating in the various States. Its members are owners of some 4,500 pharmacies throughout Australia. The development of policy is the responsibility of the Guild's supreme governing body, the National Council, on which all State and Territory Branches are represented. Implementation of policy is overseen by the National Executive and effected through the National Secretariat. For more information, please visit www.guild.org.au.

About NCPA

The National Community Pharmacists Association, founded in 1898, represents the nation's community pharmacists, including the owners of more than 23,000 pharmacies. The nation's independent pharmacies, independent pharmacy franchises, and independent chains dispense nearly half of the nation's retail prescription medicines. To learn more please visit www.ncpanet.org.

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