

# **MEDICINE SHOPPE INTERNATIONAL CONNECTS WITH eTAGZ**

## Digital Marketing Firm Expands Its Reach by Providing Pharmaceutical Customers with Customized Interactive Health Information

**SEATTLE – (February 10, 2008)** – As a sign of its continued growth and strength in the world of marketing solutions, digital media company **eTAGZ, Inc.** has launched a new campaign with national outreach for The Medicine Shoppe® pharmacy and Medicap Pharmacy® stores. Customers who fill prescriptions at any one of the more than 750 locations in North America receive an interactive, digital health disc containing valuable information from the experts at Harvard Health Publications.

“As 2009 moves forward and the economic climate of our country grows more uncertain, high-level decision makers and executives are continually looking for new ways to maximize their budgets,” said Isaac Jacobson, chief executive officer, eTAGZ. “The value eTAGZ is able to provide proves to be unmatched because of our creative ability to deliver a customized message to a shopper who is ready and willing to buy.”

This new marketing effort comes on the heels of the program eTAGZ launched with Rite Aid Pharmacy and their private label cough drops last fall. The inclusion of the digital health discs gives The Medicine Shoppe pharmacies and Medicap Pharmacy stores an extended connection with their customers in addition to providing motivation for new customers to see the value and personal service available at their pharmacies. Customers who receive the latest edition of health discs will find a special section created specifically for Caregivers so they can keep up-to-date on the latest tips and information available for premium patient care.

“Our customers look to us to provide the products and information needed to get healthy and stay healthy,” said Tammy Donelson, director of marketing, Medicine Shoppe International. “With more and more options for today’s pharmacy customer, we were looking for a new way to show our customers that their well being is the top-priority of our Medicine Shoppe pharmacies and Medicap Pharmacy stores and eTAGZ gave us that opportunity.”

The proliferation of new outlets providing pharmaceutical services has created a situation where traditional pharmacies need to find cutting edge tactics that respond to the customer’s desire for the best value. Adding eTAGZ to a simple prescription creates a tangible point of difference with customers that help the pharmacy achieve its marketing goals by distinguishing its services from the competition.

The experts at eTAGZ offer a truly unique outlet for progressive businesses to expand their brand by creating awareness with new and existing customers, while providing information suited to their specific tastes. With eTAGZ’ patented exclusivity for attaching digital media to merchandise, companies are able to create their own media outlet and break through advertising clutter making a meaningful, long-lasting connection with customers.

“The success of eTAGZ is truly measured by the success our partnerships and the tools we give our associates to help drive sales,” added Jacobson. “As a business, eTAGZ is growing. With that, the service we provide our customers is growing as well.”

### **About eTAGZ**

The Seattle based digital marketing firm eTAGZ offers turnkey digital media to retailers allowing them to magnify their brand by making a direct connection with customers. eTAGZ owns the patent for the attachment of digital media on merchandise (U.S. Patent 6,298,332 B1) and provides customized content that engages specific shoppers on a personal level with useful information and entertainment. Attachment is defined as inclusion, enclosure, tethering and labeling. This technology allows companies who partner with eTAGZ to produce mobile websites that create increased consumer credibility and trackable results that cut through the clutter of traditional media featured in banners, signage, broadcast and print outlets. Among its hundreds of associations, eTAGZ currently has relationships with Warner Bros., Universal Studios, Big Fish Games, Harvard Health Publications, The Walt Disney Company, and NBC to provide product related content. eTAGZ also works with Collegiate Images to provide sports marketing materials for a variety schools including UCLA, the University of Texas and Ohio State University. For more information please visit [www.etagz.com](http://www.etagz.com).

### **About Medicine Shoppe International, Inc.**

Medicine Shoppe International, Inc., [www.medicineshoppe.com](http://www.medicineshoppe.com), a Cardinal Health Company, is one of the largest franchisors of independent community pharmacies in the U.S. In 2003, Medicine Shoppe International acquired Medicap Pharmacies Incorporated [www.medicap.com](http://www.medicap.com), which franchises independent community pharmacies in the U.S. under the trade name Medicap Pharmacy®. Medicine Shoppe® and Medicap Pharmacy® locations are distinguished for their commitment to providing expert, personalized health care. There are approximately 800 domestic Medicine Shoppe pharmacies and Medicap Pharmacy locations and more than 400 Medicine Shoppe pharmacies in five other countries.

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