



FOR IMMEDIATE RELEASE

**AmeriPharm Announces Contract Award
By the Montana Association of Health Care Purchasers**

Sioux Falls, SD. – September 29, 2009 – AmeriPharm Inc, the mail order pharmacy subsidiary of MedVantx Inc., today announced the award of a new three year contract with the Montana Association of Health Care Purchasers (MAHCP). MAHCP represents eight large state-based employers, and covers approximately 100,000 employees and their dependents.

“We are truly pleased to be partnering with MAHCP and be part of their URx program,” said Ron Bertsch, President of AmeriPharm. “Our selection confirms AmeriPharm’s role in helping employers offer more cost-effective ways for their employees to purchase mail order prescription medications. Our acquisition based pricing model which provides increased transparency and full disclosure of drug costs directly aligns our goals with our customer’s in providing cost effective, high quality mail pharmacy services,” said Bertsch. “The ultimate beneficiaries of this model are the association’s members and its employees. We look forward to providing these services to them.”

About MedVantx Inc. and AmeriPharm Inc.

MedVantx, recently recognized by Inc. Magazine as the fastest-growing privately held healthcare company in the country, is an innovative consumer medication management and delivery company committed to reducing costs and providing information that benefits patients, physicians, health plans, employers and manufacturers. MedVantx pioneered a unique program offering free initial therapy at the point of care - the physician’s office. AmeriPharm, a wholly owned subsidiary of MedVantx offers convenient home delivery mail-order pharmacy services as well as drug information and reimbursement assistance. AmeriPharm’s focus is to provide full disclosure and transparency in pharmacy health care management by collaborating with PBMs, managed care organizations and employers. The Company also provides consumers with access to pharmaceutical manufacturer prescription assistance programs. For more information about MedVantx and AmeriPharm, please visit www.ameripharminc.com or www.MedVantx.com or contact Scott Peterson at (858) 625-2990 x112.

About MAHCP

The Montana Association of Health Care Purchasers (MAHCP) is an independent, not-for-profit partnership of public and private employers formed in 1994 by several of the largest employers in Montana to pool their purchasing power. This association was originally established to encourage competition, quality improvement and cost savings in Montana health care. MAHCP has more recently evolved into a data driven organization through the power of its membership and information technology. MAHCP is the only health care purchasing coalition in Montana representing multiple large state-based employers, and covering approximately 100,000 employees and their dependents; MAHCP’s goal is to provide purchasing power, data resources, and a voice for members in purchasing cost efficient, quality health care for their employees and dependents.