



***FOR IMMEDIATE RELEASE***

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**PRESCRIPTIONS ARE NOW E-ASIER AT PAMIDA PHARMACY**

**New Service is Fast, Convenient, Legible and Private**

**OMAHA, Neb., September 8, 2009** – Joining the ever-expanding trend of electronic prescription routing, all Pamida pharmacies now proudly accept e-prescriptions from physicians connected to the Surescripts® network. E-prescriptions are computer-based, physician-generated prescriptions that are sent electronically to patients' pharmacies.

The benefits of this service are numerous for Pamida customers. Overall, the service helps reduce health care costs, improves the accuracy and efficiency of filling prescriptions and allows for rapid distribution of health care information between patients, pharmacies, physicians and insurance carriers. Other benefits include:

- Speedy arrival of prescriptions at Pamida which decreases wait time
- No prescriptions to drop off at pharmacies, which saves trips made by patients
- Faster, more convenient approval of refill requests between pharmacists and physicians
- Increased accuracy for pharmacists due to legible prescriptions
- Personal health information is kept private and protected by federal and state laws

“We’re excited about being able to provide this service to our customers and hope they utilize all that it has to offer,” said Jeff Walsh, Pamida’s vice president of pharmacy. “Every day, Pamida strives to bring added convenience and exceptional service to our customers. E-prescriptions is just another way of fulfilling this promise.”

Evidence of e-prescription’s growing popularity is reported in a release by Surescripts®, which operates the largest national electronic prescribing network in the United States. At [www.surescripts.com](http://www.surescripts.com), it states that more than 100,000 prescribers now route prescriptions electronically in the United States. It is also reported that the use of e-prescribing increased 61 percent during the first quarter of 2009, resulting in the exchange of more than 134 million messages between prescribers, payers and pharmacies. And with the growing popularity of e-prescribing, the number will likely rise in coming years.

Consumers who are interested in their state’s progress reports about e-prescriptions should visit <http://surescripts.com/news-sign-up.html>.

### **About Pamida**

Headquartered in Omaha, Nebraska, Pamida, which operates 207 stores throughout 17 states primarily in the Midwest, carries a wide variety of merchandise including apparel, home and electronics, seasonal items, toys, housewares and groceries. Pamida operates 142 pharmacies and is a health care leader in each of its communities. In addition to their hometown service, Pamida generously gives back to local organizations throughout their community via the Pamida Foundation.

For more information about Pamida or the Pamida Foundation, visit our Web site at [www.pamida.com](http://www.pamida.com).

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