



For Immediate Release

**CALIFORNIANS HAVE SAVED NEARLY \$70 MILLION ON PRESCRIPTION
MEDICATIONS WITH THE CALIFORNIA RX CARD PROGRAM**

Discount Prescription Card Program Aids Residents of All Income Levels and Needs

Sacramento, California - January 6, 2011 -- The California Rx Card[®] Program announced today that it has processed nearly 5.5 million prescriptions since its inception in late 2007, saving California families nearly \$70 million on medications. The California Rx Card provides free discount prescription drug cards to California residents of all income levels, without any restrictions to membership, and no income requirements, age limitations, waiting periods or the need to complete an application.

“The California Rx Card helps uninsured and underinsured residents of California afford their prescription medications,” said Edward Brown, Program Director for the California RX Card. “And it is also used by people with health insurance coverage without prescription benefits, which is common in many health savings accounts (HSA) and high deductible health plans.”

California Rx Card works with pharmacies and drug companies to provide brand-name and generic prescription medications at an average savings of about 30 percent. Some discounts are as high as 75 percent. Additionally, the program can be used for non-formulary or non-covered drugs and by people enrolled in Medicare Part D.

Uninsured and under-insured Californians who do not qualify for publicly-funded programs, such as Medicaid and Medicare, particularly benefit from the program.

The program even discounts prescriptions for people who receive medications through charity care providers such as 340B and also discounts certain prescription pet medications.

Anyone can download a “FREE” discount drug card by visiting www.CaliforniaRxCard.com where they can also search drug prices and locate participating pharmacy locations from more than 50,000 across the country. Those without internet access can simply visit any CVS/pharmacy or Longs Drug Store location in California and ask the pharmacist to process their prescription through California Rx Card.

For more information, press only:

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