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**DestinationRx, Inc. Sponsors AHIP Exchange Conference**

*Experience with Medicare exchange applied to state-run exchanges*

**LOS ANGELES, CA – June 15, 2011 – DestinationRx, Inc.**, a leading provider of health plan and drug comparison tools, technology and data, today presented at America’s Health Insurance Plan (AHIP) Exchange Conference held in conjunction with AHIP’s Institute 2011. During the breakfast session “**Applying the Medicare Exchange Experience to 2014,”** Jim Yocum Executive Vice President of DestinationRx translated the Company’s knowledge from operating the largest Medicare Exchange to the implementation of state-based Exchanges.

“Over the past decade DestinationRx has gained extensive insight on the implementation and operation of insurance Exchanges,” said Yocum, “Developing Exchanges will be a challenge for the states, but our experience with Medicare shows that the end result will ultimately benefit health plans, employers and consumers. We are proud to share our unique perspective with health plans as they seek the most efficient methods of participating in the state-run Exchanges.”

DestinationRx provides plan comparison technology to the Center for Medicare & Medicaid Services (CMS), health plans, large employers and brokers. The tools, which are available for Medicare Part D, Medicare Advantage and Medicare Supplemental, reach over 100 million individual and are available for all sources of enrollment. DestinationRx tools enable organizations to control cost and increase revenue by equipping consumers with the educational, strategic and transaction-support tools necessary to navigate today’s complex healthcare marketplace.

Held in conjunction with AHIP's Institute 2011 in San Francisco, the June 15th AHIP Exchange Conference was the second in AHIP’s “Preparing for Exchanges” educational series. The conference was designed to focus on state-run insurance exchanges and the key operational issues for health plans. For more information please visit <http://www.ahip.org/links/institute2011/>.

**About DestinationRx, Inc.**

DestinationRx is the leading provider of web-based prescription drug comparison and Medicare health plan comparison and enrollment solutions. These services help organizations control costs and increase revenue by enabling consumers to make better healthcare decisions. The DestinationRx plan and drug comparison tools are licensed by the Centers for Medicare & Medicaid Services (CMS), America’s largest health plans, pharmacy benefit managers (PBMs), and pharmacies, as well as advocacy organizations including AARP and Consumers Union. For more information, please visit: [www.destinationrx.com](http://www.destinationrx.com).