



## **Health Mart to Launch National Advertising Campaign**

*Country's Largest and Fastest-Growing Pharmacy Franchise Looks to Increase Consumer Awareness through Widespread TV, Print, and Online Ads*

**SAN FRANCISCO, CA — March 29, 2007** — Health Mart, the nation's largest and fastest-growing independent pharmacy franchise, today announced that it will launch its first ever national advertising campaign in May 2007. The campaign, which will span television, print, and online media, will increase consumer awareness of the Health Mart brand and reinforce Health Mart's position as a network of best-in-class independent pharmacies. The franchise now includes nearly 1,300 locally-owned pharmacies across the United States, representing a nearly 400 percent growth rate over the last ten months.

The foundation of Health Mart's advertising campaign consists of two, 30-second television commercials and one 15-second commercial, which will air on national broadcast networks and cable television. The commercials promote the high level of personalized care that Health Mart pharmacists provide to patients, reinforcing Health Mart's tagline: "Caring for you and about you." Later in the campaign, the Health Mart national advertising campaign will feature print ads in key national publications as well as online ads on targeted Web sites.

"Health Mart is about securing the future of independent pharmacy by providing pharmacists with the tools, resources, and collective strength they need to focus on what they do best—delivering the greatest level of patient care," said Stefan Linn, Health Mart President. "Many Health Mart pharmacists today are already conducting successful local and regional advertising to promote the Health Mart promise of personalized patient care. We're very excited to take this message to the national stage and complement our members' local campaigns."

### *National Advertising Builds on Successful Local Promotion*

Health Mart's national advertising will augment the effective marketing already being done by individual and cooperative groups of pharmacies in local markets. Earlier this month, twelve Health Mart pharmacies in Rhode Island and six in New Bedford, Massachusetts joined together to raise awareness of Health Mart through a comprehensive regional advertising campaign. The group secured 113 placements for Health Mart's 30-second television commercials on their local NBC and CBS network affiliates. Several members of this local advertising group are also conducting individual marketing campaigns, which include public relations, direct mail, and cable television ads.

"From the beginning, it's been clear to me that Health Mart is truly committed to raising the visibility—and ensuring the viability—of independent pharmacy in today's competitive marketplace," said Scott Campbell, owner, Ocean Health Mart Pharmacy, who participated in the Rhode Island/Massachusetts regional advertising campaign. "The launch of national

advertising is one more powerful way in which Health Mart is helping us increase consumer awareness and complement our efforts on a local level. One of the greatest strengths of the Health Mart network is our ability to work together at all levels to reinforce the Health Mart brand.”

At the center of Health Mart pharmacies’ successful local marketing is the Health Mart Online Marketing Tool Kit. A one-stop shop for branding, marketing, and advertising, the Tool Kit provides Health Mart pharmacies with easy access to a comprehensive library of customizable templates for marketing materials including: community letters, direct mail pieces, window banners, countertop signs, print ads, posters, and much more. Pharmacies can also use the Tool Kit to easily customize and place local TV and radio advertisements for ongoing local promotion that is consistent with national advertising.

### **About Health Mart**

Health Mart Systems, Inc., the largest and fastest-growing independent pharmacy network in the U.S., helps independent pharmacies compete locally and nationally by delivering managed care contracting services, marketing and advertising tools, front-end programs, and operational support. Health Mart’s distinctive consumer-preferred logo, store design, and decor help independent pharmacists reinforce their unique role as community healthcare advisors that provide exceptional counseling, patient education, and wellness support at price points similar to chain pharmacies. Health Mart delivers an industry-leading program for a set monthly fee without any upfront initiation fee, and the security of a 90-day out clause. For more information on Health Mart, please visit [www.healthmart.com](http://www.healthmart.com).

### **About McKesson Pharmaceutical Solutions**

McKesson Pharmaceutical Solutions, a major business unit of McKesson Corporation, is a leader in pharmaceutical distribution and supply chain management. Its supply, technology, and care management solutions empower more than 25,000 retail pharmacies nationwide, counting national chains and community drugstores, including the Health Mart network of independent pharmacies. For more information, please visit [www.mckesson.com](http://www.mckesson.com).