



For Immediate Release

Northeast Pharmacy Service Corporation Launches New Look and Interactive Website

Framingham, MA - October 12, 2008 - Northeast Pharmacy Service Corporation (NPSC) is pleased to announce the launch of a new corporate branding that includes an enhanced website, logo and slogan. The new website reflects NPSC's ongoing commitment to the independent community pharmacies of New England.

With guidance from veteran cause marketing leader, Richard Earle of The Regis Group, Inc., the leadership of NPSC committed earlier this year to enhancing the logo and website of this key pharmacy service organization.

Patricia Monaco, CEO of NPSC noted, "NPSC has always taken a leading role in acting on behalf of our participating pharmacies. As concern over health care increases, our pharmacist owners want the communities they serve to understand the very personal commitment each of them makes every day to quality, service and reasonable pricing. Our new website facilitates their efforts."

In addition to launching the new logo and slogan, the enhanced NPSC website offers an interactive "Find A Pharmacy" feature, which highlights the pharmacies in the network, and signals the start of an expansion of its service area throughout New England and beyond.

Formed in 1991, NPSC represents the interests of independent pharmacy owners throughout New England.

For more information on NPSC please contact: Diana Foley at 508.875.1866, or visit their website at www.northeastpharmacy.com

For more information on The Regis Group, Inc. please contact: Claudia Barrientos at 703.777.2233, or visit their website at www.regisgroup.com

MISSION STATEMENT:

NPSC enhances the value of participating community pharmacies by providing business development services.

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