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FOR IMMEDIATE RELEASE

McKesson Specialty Creates Exclusive Relationship with Group DCA/Serious to Offer Patented Adherence Solution

Agreement combines McKesson LoyaltyScript with patient education on first-of-its-kind credit card-sized CD

Scottsdale, AZ – July 10, 2006 – McKesson Specialty, a division of McKesson Corporation, is pleased to announce today that it has created an exclusive relationship with Group DCA/Serious to offer LoyaltyScriptSM C.U.E. CardTM, the industry’s first drug adherence program where patients can receive valuable services, such as discounts and refill reminders, along with interactive and entertaining patient education content, all on a patented, credit card-sized CD-ROM.

McKesson Specialty’s LoyaltyScript is the recognized market leader in point-of-sale loyalty card programs and offers an integrated platform of adherence services that address the key drivers of non-adherence. Accepted at over 55,000 pharmacies nationwide, LoyaltyScript programs have proven to dramatically improve patient conversion and adherence to prescribed drug therapy and treatment. “We are extremely proud of our program success to date and are excited knowing this latest innovation to the LoyaltyScript platform will add greater value for clients,” notes Peggy Yelinek, vice president and general manager of the Marketing Services unit of McKesson Specialty.

LoyaltyScript C.U.E. Card combines the power of McKesson’s market-leading patient adherence platform with Group DCA/Serious’ revolutionary credit card sized optical discs patented by Serious, and Group DCA’s award-winning approach to content development. Adding the C.U.E. Card functionality to the LoyaltyScript platform will further drive adherence and improve clinical outcomes by engaging and motivating consumers with interactive tools that educate them about their disease or condition, the

importance of taking their medication as prescribed, the proper way to take their medication, how to minimize side effects and steps they can take to achieve an overall healthier lifestyle.

According to Group DCA/Serious Co-CEO Rob Likoff, “Studies show that the majority of patients forget much of what their doctor tells them within six minutes. We are very pleased that, with McKesson, we are able to provide pharmaceutical marketers the ability to deliver interactive, content-rich educational programs that support the needs of healthcare providers and their patients. ” Co-CEO Ed Bohlke added that “It’s exciting to see what a perfect fit the LoyaltyScript C.U.E. Card application is for our patented optical card technology.”

LoyaltyScript C.U.E. Card’s design seamlessly incorporates McKesson reimbursement and clinical services, as well as personalized opt-in patient refill reminders through McKesson Specialty’s contact center. Leveraging McKesson’s state-of-the-art pharmacy and database technology infrastructure, LoyaltyScript C.U.E. Card also facilitates the acquisition of anonymous utilization data to identify the preferences, habits and outcomes of patient segments. The resulting longitudinal data enables pharmaceutical manufacturers to effectively measure and monitor patient adherence to drug therapy and to continually refine and improve program structure.

“Patients increasingly want to manage and understand their health, and LoyaltyScript C.U.E. Card is the industry’s only card program that provides a fair-balanced approach to patient adherence. With three of the top six manufacturers already subscribing to LoyaltyScript C.U.E. Card, McKesson continues to demonstrate our leadership in moving patients to a place of positive clinical outcomes and maximum adherence to therapy,” Yelinek concludes.

About Group DCA/Serious

Group DCA (www.groupdca.com) and Serious, Inc. (www.serious.com) formed Group DCA/Serious in 2005 to develop credit card-sized CD ROM cards that promote active learning for the pharmaceutical industry.

Group DCA (www.groupdca.com) is a privately owned company established in 1999. In 2004, Group DCA launched three independent companies designed to serve the increasingly diverse communications needs of pharmaceutical companies and healthcare professionals, including the company’s established client base that includes 15 of world’s top 20 pharmaceutical corporations.

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Serious (www.serious.com) is an award-winning, privately held digital publisher and marketer with offices in New York, London and Singapore. Its portfolio of intellectual property includes over 100 optical card patents in 60 countries. Serious' clients include Disney, Best Buy, Vodafone, Indianapolis Motor Speedway, Kansas Speedway, Electronic Arts, Circuit City, Manchester United, Sony Pictures, New Line Cinema, Warner Brothers, ESPN and Campbell's.

About McKesson

McKesson Corporation (NYSE:MCK), currently ranked 16th on the FORTUNE 500, is a healthcare services and information technology company dedicated to helping its customers deliver high-quality healthcare by reducing costs, streamlining processes and improving the quality and safety of patient care. Over the course of its 173-year history, McKesson has grown by providing pharmaceutical and medical-surgical supply management across the spectrum of care; healthcare information technology for hospitals, physicians, homecare and payors; hospital and retail pharmacy automation; and services for manufacturers and payors designed to improve outcomes for patients. For more information, visit us at www.mckesson.com.

About McKesson Specialty

McKesson Specialty (www.mckesson.com) is a division of McKesson Corporation. McKesson Specialty delivers the services manufacturers, payers and providers need to ensure pharmaceutical products, coordinated reimbursement, and clinical services are available to patients with complex diseases.

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