

PerceptiMed Announces Addition to Sales Team

Mountain View-based healthcare technology company adds industry veteran to sales team

MOUNTAIN VIEW, CA - PerceptiMed today announced that Cliff Middlebrook has joined its sales team.

Cliff has extensive experience selling software, technology and services in the healthcare/pharmacy business-to-business markets, particularly to pharmacy operations. He previously held positions with Health Business Systems and Epicor Software Company.

Cliff will cover PerceptiMed's Southeastern territory.

"PerceptiMed's proprietary technology focuses on patient safety and medication accuracy which insures healthier patient outcomes," Cliff stated. "I am excited to become a member of this organization and to be part of the continuous development and enhancement of patient safety technology."

"Cliff has proven himself to be an experienced, knowledgeable and successful sales executive in pharmacy technology and services. We are excited to have Cliff join our team," said Vice-President of Sales and Marketing for PerceptiMed, Terry Cater. "Adding Cliff will continue the momentum of PerceptiMed's commitment to delivering the right prescriptions to the right patients, every time" Cater added.



PerceptiMed's technology is utilized in retail pharmacies, hospitals, and long-term care facilities in the United States to further enhance patient safety and accuracy of the right prescriptions being distributed to the right patients without error.

About PerceptiMed

PerceptiMed, Inc. is a leading edge pharmacy and healthcare technology company founded by Dr. Alan Jacobs. PerceptiMed products are specifically designed to eliminate human errors in medication dispensing in pharmacies, long-term care facilities and hospitals. PerceptiMed is driven to make the dispensing and administration of prescription drugs safer, reducing injuries and death. Its groundbreaking technology sets the industry standard for medication verification. Company Contact: Terry Cater tcater@perceptimed.com (650) 941.7000 ext 202; Media Contact: Kelly Coughlin kcoughlin@annexcommunication.com (954) 294.9135