

Park Pharmacy Announces Alliance Between Rx-Pro.Com and AmeriSource

November 17, 1999

DALLAS--(BUSINESS WIRE)--Nov. 17, 1999--Park Pharmacy Corporation, a Colorado corporation ("Park (CO)") (OTC BB:PPRX), announced today that Rx-Pro.Com Inc., a Texas corporation ("Rx-Pro.Com"), has recently entered into a joint marketing alliance with AmeriSource Health Corp. (NYSE:AAS), one of the nation's leading wholesale pharmaceutical distributors.

Park (CO) has entered into a definitive agreement with Rx-Pro.Com and Rx-Pro.Com's shareholders, pursuant to which Rx-Pro.Com will be acquired and merged into Park (CO)'s wholly-owned subsidiary.

"This partnership enables us to expand our network to 2,500 independent pharmacies across the country and work together in a common goal to provide quality care to the terminally ill," said Thomas Baker, President of Park (CO). "We welcome the opportunity to extend our services through AmeriSource's Family Pharmacy(R) network. The combination of our technology and training programs paired with AmeriSource's expansive Family Pharmacy(R) network positions us uniquely in the marketplace to provide this critical care."

The alliance will enable AmeriSource's Family Pharmacy(R) members, AmeriSource's community pharmacy network, to benefit from Rx-Pro.Com's Hospicerx.com, a Web-based software tool that includes patient treatment information for individuals providing care to terminally ill patients, including physicians, nurses, case workers, clinicians and pastors.

"AmeriSource's alliance with Rx-Pro.Com emphasizes AmeriSource's commitment to putting quality care first," stated Bruce Kneeland, Vice President, Family Pharmacy(R). "This program leverages the sophisticated technology of Hospicerx.com to provide the most complete care to individuals in their last days and months, as well as controlling the costs associated with this critical care. Our Family Pharmacies are uniquely situated to provide comprehensive, personalized service to hospice patients."

This agreement will also provide AmeriSource's Family Pharmacy(R) members with the opportunity to become an Rx-Pro.Com's HPA network provider. Participation in this program includes pharmacist training designed specifically for comprehensive care of terminally ill patients, 24-hour availability, home delivery, and an ability and desire to provide for the demanding level of service required for hospice care, with the associated medical and technology knowledge base to support it.

Additionally, this makes it possible for Family Pharmacy(R) members to join the Rx-Pro.Com's HPA buying group, which contracts with local pharmacies in the Hospice Company's marketing area to provide medications under contractual terms. With the understanding that these medications will be used exclusively in hospice care, some manufacturers provide HPA member pharmacies with medications at a significantly reduced cost.

Rx-Pro.Com is an Internet-based information source for health professionals and patients. Doctors, nurses, pharmacists and other health professionals and institutions can have partial or full access to Rx-Pro's extensive databases. Complete drug information including indications, contra-indications and side effects are available. There is also full and partial patient charting available through this highly secured Web site. Additional information on Rx-Pro.Com and Hospicerx.com is available at www.rx-pro.com.

About Park (CO)

The reverse acquisition of Park (CO) (formerly Power-Cell Inc.) by the shareholders of Park (TX) was closed on October 19, 1999. The transaction was consummated pursuant to a Stock Purchase Agreement dated March 9, 1999, and took place after the Company's shareholders approved the transaction at a meeting in Dallas on October 12, 1999. The Company's business plan is to close the acquisition of Rx-Pro.Com and to acquire independent non-Internet retail pharmacies.

About AmeriSource

Designed with the needs of independent retailers in mind, Family Pharmacy(R), a division of AmeriSource Health Corp., provides group-purchasing power, and improves efficiency in advertising and operations to more than 2,500 independent pharmacists across the country.

AmeriSource Health Corporation is a Fortune 200 company with revenue of \$9.8 billion for fiscal year 1999. The Company is one of the nation's leading wholesale pharmaceutical distributors and serves the healthcare industry from a nationwide network of 25 strategically located distribution centers. News and additional information about the company are available at www.amerisource.com.

SAFE HARBOR STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT: Statements in this press release that are not historical facts, including statements about plans and expectations regarding plans and opportunities, and future financial condition and results are forward-looking. Forward-looking statements involve risks and uncertainties, which may cause the Company's actual results in future periods to differ materially and adversely from those expressed. These uncertainties and risks include competition, changing consumer preferences, lack of success of new businesses, the inability to acquire retail pharmacies, and other factors discussed from time to time in the Company's filings with the Securities and Exchange Commission.

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KEYWORD: TEXAS COLORADO

INDUSTRY KEYWORD: INTERNET PHARMACEUTICAL MARKETING AGREEMENTS