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Family Pharmacy Launches Preferred Rx Options (Prxo) Incentives Program

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Effort is Aimed at Supporting Independent Pharmacists While Delivering Enhanced Value to Manufacturers

VALLEY FORGE, Pa. (August 13, 2001) – In a move designed to offer incentive programs similar to those available at larger drug store chains to its network of independent pharmacies, Family Pharmacy has launched the PRxO Incentives Program.

The Preferred RX Options (PRxO) Program will provide a host of opportunities including market share rebates, contract pricing, special promotions, consumer education materials, patient support programs, and other opportunities.

“The PRxO Incentives Program provides more meaningful incentives than ever before available to independent pharmacists. This program goes well beyond market share rebates or contract pricing,” said Gregory P. Wedin, PharmD, RPh, Director of Professional Services, AmeriSource, Family Pharmacy’s parent company. “With this program we’re offering Family Pharmacy members practical ways to work with manufacturers to promote their products and to provide genuine benefits to patients in new and unique ways.” Family Pharmacy, an AmeriSource company, is a network of 2,500 independent pharmacies that have joined together to enhance profitability and achieve many of the benefits of a larger organization, such as buying power, consumer programs, advertising discounts and private label programs, while still maintaining their community focus, independent status and unique identities.

About AmeriSource

AmeriSource Health Corporation (NYSE:AAS), with approximately \$14 billion in annualized operating revenue, is a leading distributor of pharmaceutical and related healthcare products and services, and the industry’s largest provider of pharmaceuticals to the acute care/health systems market. Headquartered in Valley Forge, PA, the Company serves its base of about 15,000 customer accounts through a national network of more than 20 strategically located distribution facilities. For news and additional information about the company, visit its web site at www.amerisource.com