August 22, 2008

WilsonRx® Reports 70% of Customers Want "No Lines –Always Open" Prescription Pickup Kiosks

NEW HOPE, Pa.--(BUSINESS WIRE)--Wilson Health Information, LLC, a leading consumer insight firm, reports that over 70% of customers wait in line 5 or more minutes to pick up their prescriptions, a 10% increase from last year, possibly contributing to an overall decline in pharmacy satisfaction. Furthermore, 7 out of 10 pharmacy customers of leading retail chains said they were interested in having a kiosk to pickup and drop off their prescriptions without waiting in line including when the pharmacy is closed. Technologies such as the Asteres ScriptCenter® reduce the stress of lines and increase the hours of prescription pickup - a win-win solution for both the customer and the pharmacy.

New findings from the WilsonRx® Pharmacy Satisfaction Survey Report include: that pharmacy customers cite convenience as being important to pharmacy customer satisfaction along with price and overall pharmacy services. The WilsonRx® Report also reports that short lines, convenient pharmacy hours and after hours prescription pickup are key contributors to customer satisfaction. Although customers see these conveniences as key reasons to use one pharmacy over another, their satisfaction in all three areas has declined.

"Retailers are struggling with prescription volumes, staffing shortages, hours of operation, reimbursement changes and wait times yet customers expect their prescriptions to be ready faster; they don't want to wait and they want increased hours of service", said third generation pharmacist, Jim Wilson President of Wilson Health Information, LLC. "As a result, customers are reporting increased frustration with long wait times and limited pharmacy hours, so pharmacies must find ways to improve the overall shopping experience and drive customer loyalty."

"Shopper surveys cite the convenience of ScriptCenter as a key reason to transfer to or continue using a ScriptCenter pharmacy," said Linda Pinney, Asteres' Founder and Chief Business Officer. "We can now measurably demonstrate that ScriptCenter attracts and retains pharmacy customers while optimizing pharmacy service hours."

Wilson Health Information, LLC, using it's proprietary WilsonRx® Satisfaction Survey™ (www.wilsonrx.com) specializes in healthcare and its time proven mail survey methodology is uniquely able to represent the opinions of retail pharmacy customers; who tend to be older, have lower incomes, less computer access and therefore unable to respond to online surveys. Wilson Health Information, LLC, is an independent, healthcare consumer research company. The WilsonRx® Pharmacy Satisfaction Survey™ receives more than 34,000 pharmacy customer responses nationwide annually.

Asteres Inc. (www.asteres.com) Asteres Inc. develops secure self-service kiosks for the storage and delivery of prescriptions and consumer products. Asteres' premier product is ScriptCenter, the first prescription pick-up kiosk for retail, healthcare and military pharmacies that allows patients to pickup and pay for their prescriptions even when the pharmacy is closed.

This press release contains forward-looking statements that are subject to risks and uncertainties that could cause actual results to differ from those set forth in the forward-looking statements.

© 2008 Wilson Health Information, LLC • All Rights Reserved.