

Kerr Drug
FOR IMMEDIATE RELEASE
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MEDIA ALERT

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Kerr Drug Launches Cash Back Program on Healthcare Products

What: As a result of a partnership between The Caregivers Marketplace, Kerr Drug will offer consumers cash back on purchases of eligible brand name healthcare products.

The Caregivers Marketplace is the only program offering the nation's 44 million family caregiver's cash back on products typically not covered by health insurance or Medicare. Consumers purchase eligible products and then submit cash back request forms on brands including Depend[®], Poise[®], Cottonelle[®], Huggies[®], Ensure[®], Glucerna[®], Pull-Ups[®], Citrucel[®], Oscal[®], and more.

As the Carolina's exclusive retail pharmacy outlet for Caregivers Marketplace, Kerr Drug will provide cash back request forms, and can also help caregivers choose appropriate products for those they care for.

Where: The program will be implemented at over 100 Kerr Drug locations

When: Beginning this Wednesday, June 27, 2007.

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General Information:

About Kerr Drug

Kerr Drug is one of the most recognized and respected names in the chain drug industry. With its roots in the Carolinas and headquarters in Raleigh, Kerr Drug is taking the vision of community pharmacy farther than any other drug chain. The company has placed its future on its unique ability to provide patients, the medical community, and health plan sponsors, access to the most comprehensive and convenient health and wellness offering in the industry. With a mission to be the most comprehensive provider of pharmacy and related health care services, while continuing to be the most reliable provider of health related and convenience items, Kerr is currently providing services that far exceed the traditional drug store mix. For more information, please visit www.kerrdrug.com

About The Caregivers Marketplace

The Caregivers Marketplace is a completely free and confidential service for family caregivers that offers cash back and information on essential products used routinely by those who care for a loved one at home. Brands eligible for cash back include Ensure, Glucerna, Depend, Poise, Huggies, Pull-Ups, GoodNites, Cottonelle Fresh Folded Wipes, Citrucel, Comfort Personal Cleansing, No-Rinse, Oscal, Omron, and Standers. New brands are added to the program on a regular basis. Program information and cash back forms, resources for caregivers and more can be found at www.caregiversmarketplace.com.