



FOR IMMEDIATE RELEASE
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Rx Response Elevates to Alert Status to Address Swine Flu Outbreak

Washington, D.C. (April 27, 2009) – Rx Response, an unprecedented initiative of America's pharmaceutical supply system created to help ensure the continued flow of medicines to patients in a severe public health emergency, has been put on Alert Status as concerns grow over the health threat posed by outbreaks of swine flu in the United States.

Alert Status means that Rx Response members are now closely monitoring developing information regarding influenza cases detected in the United States and are working with local, state and federal health authorities to help ensure the continued efficient functioning of the nation's pharmaceutical supply chain.

Over the past 48 hours, Rx Response officials have been in contact with federal and state health officials to share information about the pharmaceutical supply system's pandemic response capabilities.

For the most up to date information on the status of the swine flu influenza, please visit: <http://www.cdc.gov/swineflu/> .

Rx Response was developed over 2 years ago in response to Hurricane Katrina and the threat of pandemic influenza. Rx Response members include:

- American Hospital Association (AHA)
- American Red Cross
- Biotechnology Industry Organization (BIO)
- Generic Pharmaceutical Association (GPhA)
- Healthcare Distribution Management Association (HDMA)
- National Association of Chain Drug Stores (NACDS)
- National Community Pharmacists Association (NCPA)
- Pharmaceutical Research and Manufacturers of America (PhRMA)

Rx Response is a single point of contact for the entire pharmaceutical supply system and relies on a robust network that allows federal and state emergency management officials to communicate with Rx Response regarding pharmaceutical needs and other issues which may impact the supply system. The communications are actively monitored by all segments of the pharmaceutical supply system to ensure the fastest possible resolution.

