

Red-X Medical To Launch DataDot Pilot Program As Cutting Edge Weapon To Improve Supply Chain Security

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Miami, FL—Red-X Medical, a distributor of pharmaceuticals for the veterinary and medical markets, has become the first pharmaceutical-related company to use the world's leading state of the art identification system—DataDots—to help improve supply chain security in the United States.

Only the size of a grain of sand, each DataDot is laser etched with two lines of information containing up to 23 characters per line. Each DataDot is made from a high tech polyester substraigh and is suspended in a clear drying adhesive that contains an ultraviolet (UV) trace and will be applied to pharmaceuticals distributed by Red-X. Although small in size, the information on a DataDot can be easily read under magnification. The DataDots are tamper-resistant and leave a UV residue if removed.

Current Red-X Medical vendors, drug manufacturers Sicor and Virbac, are participating in the pilot program by having their products 'tagged and identified' with the DataDots. Red-X is also working with ProActive Compliance—which assists pharmaceutical manufacturers and distributors in complying with state and federal regulations—and Identification Technologies, the representative of Data Dots, on this initiative.

Law enforcement professionals in the United States, Mexico, Canada and other countries around the globe—including the Royal Canadian Mounted Police, Metropolitan London Police and the Coral Gables (Florida) Police—are employing DataDot product in all of its forms – car security, personal asset security and anti counterfeiting. In many cases law enforcement departments have utilized DataDots in “covert / sting” operations to topple known crime rings. In addition, corporations such as Nissan, Coca-Cola, BMW, Honda, Porsche, Yamaha, and Exxon have used this cutting edge technology in the United States and around the world.

DataDots are just one of the compliance initiatives being adopted by Red-X Medical, according to President and CEO Edwin Rivera, Jr. The company will also test Radio Frequency Identification tags (RFID) on the pharmaceuticals it distributes. Founded in 1999, Red-X Medical is a certified veteran and minority owned business. It has medical and veterinary customers throughout the United States as it has carved out a niche market in generic drug distribution.

“Because there is no standardization in the industry, we are looking at various compliance initiatives,” said Rivera, who has more than a decade in the pharmaceutical

industry. “Maintaining the integrity of the supply chain—from manufacturer to distributor to the physician—is a major concern for the industry and is one of the hottest topics at industry gatherings. At this point in time there is no one specific solution to the industry’s concerns. The remedies to the challenges facing the industry will come at various levels and be adopted by everyone in the supply chain, regardless of size. At Red-X Medical, we want to take a well-rounded approach to the problem and its solution. DataDots can be thought of as a virtual ‘fingerprint’ to provide the needed transparency that will help secure the supply chain. We feel—and we believe the industry will agree—that DataDots technology is one of the directions our industry needs to take.”

Red-X Medical’s multifaceted approach, which was formulated in late 2003, is borne out by a February, 2004 Food and Drug Administration report.

According to the FDA report, “because the capabilities of counterfeiters continue to evolve rapidly, there is no “single bullet” technology that provides any long-term assurance of drug security. However, a combination of rapidly improving ‘track and trace’ technologies and product identification technologies should provide a much greater level of security for drug products in the years ahead. Similar anti-counterfeiting technologies are being used in other industries, and FDA intends to facilitate their rapid development and use to keep drugs secure against counterfeits.”

About Red-X Medical

Founded in 1999 by Edwin Rivera, Jr. and based in Miami, FL, Red-X Medical has become recognized in the field of distribution of pharmaceuticals for both the veterinary and medical markets throughout the United States as well as Alaska and Hawaii. The company is certified as both a veteran and minority owned business.

About Identification Technologies-DataDot

Based in Seattle, WA, Identification Technologies is a US distributor of DataDot USA who has been instrumental in law enforcement training and marketing of the DataDot product range. Identification Technologies has a range of products that are designed to deter theft, counterfeiting and product redirection. In addition to acting as a deterrent, the DataDot products also have features which assist in identifying criminal activities and returning stolen goods to their rightful owners.

About ProActive Compliance

ProActive Compliance is one of the leading independent companies that assist pharmaceutical manufacturers and distributors in complying with state and federal regulations.