Contacts:

Mia West
West Public Relations LLC
mwest@west-pr.com
619.501.2756

**Frequentz Simplifies GS1 Compliance for Pharmaceutical Supply Chain
to Meet FDA Drug Supply Chain Security Act Extended Deadline**
A global solution for the numerous countries adopting GS1-based serialization requirements

Palo Alto, CA – January 21, 2014 – While current clients of Frequentz, the global leader in certified Electronic Product Code Information Services (EPCIS) traceability, met the January 1, 2015 Drug Supply Chain Security Act (DSCSA) deadline ahead of schedule, companies without a GS1 compliant traceability solution are in luck. The FDA has postponed its enforcement date until May 1, 2015 (FDA Extension), giving pharmaceutical manufacturers, wholesale distributors, and repackagers an additional four months to build a compliance solution, as well as position themselves for the coming 2017 serialization requirements.

"Our pharmaceutical industry clients weren't intimidated by the DSCSA mandates because Frequentz has always come through for their compliancy needs," said Haris Kamal of Frequentz. "They know that having us in their corner will ensure they are using technology that consistently meets the GS1 standards globally with the most advanced track-and-trace features in the industry."

Unlike most EPCIS solutions, Frequentz's Information Repository & Intelligence Server (IRIS) is deployed on a private cloud to meet the intense privacy and security policy needs of the pharmaceutical industry with the one-to-one client support needed for Validation. As the pharmaceutical industry moves from Lot level compliance to Serialization, Frequentz's private cloud solution will provide track-and-trace to over 60 percent of the drugs distributed by U.S. pharmaceutical companies.

IRIS also serves as a global solution for the numerous countries adopting GS1-based serialization requirements including: Argentina, Brazil, EU, India, Korea and Saudi Arabia. Frequentz's team of experts monitor and work with clients to ensure compliance where countries introduce variations or departures from GS1 standards. Having been GS1 certified since 2007, Frequentz offers the most robust and reliable fourth-generation solution. IRIS not only addresses current compliance requirements, but it ensures Frequentz's clients are set up for future success.

About Frequentz:
Frequentz is a leader in comprehensive traceability, serialization and information management technologies that improve productivity, product quality, and profitability. Its solutions provide valuable insight into end-to-end supply chains, and critical business processes by collecting, storing and analyzing serialized, life history data. Applications of its software are currently used in the life sciences, agricultural, fishery and sustainability, retail, and automotive industries

globally and promote intelligent analytics and consumer safety. For more information visit www.frequentz.com.