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GLENDALE LAUNCHES NEW PRESCRIPTION DRUG SAVINGS PROGRAM

GLENDALE, Ariz. -- A new prescription drug discount program available to residents was launched by the city of Glendale and Financial Marketing Concepts, Inc. (FMC) today.

The new *Coast2Coast Rx* card will allow all Glendale residents, regardless of income, age or health status to participate in the program and save on the cost of their medications. This program saved cardholders throughout the nation more than 55% in 2011 on the cost of prescription drugs. Other people living outside the city of Glendale are able to take part in the program. In addition, pets can receive medication discounts through this program. The Rx card will be distributed free of charge and can be used at all pharmacy chains and most independent pharmacies in the city of Glendale and includes more than 60,000 drugs in its formulary.

“With healthcare costs on the rise, prescription drug discounts will help ease some of the financial burdens individuals and families are facing at a time when they need it the most,” said Glendale Councilmember Joyce Clark. “There are no eligibility requirements so the Rx card is expected to have a sizeable impact on uninsured residents or residents facing high insurance deductibles. If a particular drug isn’t covered under a person’s health plan – they can use the card to save on those prescriptions.”

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PRESCRIPTION DISCOUNT

Add 1-1-1

Providing savings for residents through the Rx program will come at no expense to the city. In fact, FMC will pay the city of Glendale a royalty of \$1.25 per prescription and the royalty does not impact the cardholder. Besides the discount on prescriptions, the card also provides dental, vision, diabetes and hearing discounts up to 50% for the entire family and 50% to 80% discounts for lab and imaging tests, helping residents save on costs for these services.

“We are pleased to work with the city of Glendale to help individuals, their families and pets combat the rising cost of healthcare,” said Martin Dettelbach, Chief Marketing Officer of FMC of Ponte Vedra Beach, Florida, the issuer of the *Coast2Coast Rx* free discount card. “We appreciate all that the city of Glendale and local pharmacies are doing to help those in need.”

The *Coast2Coast Rx* card will be available for residents at most participating pharmacies, governmental offices, libraries and Glendale public facilities. Residents will also be able to print the Rx card, check their prescription prices and view the nearest participating locations at www.coast2coastrx.com. The *Coast2Coast Rx* card will provide residents with a valuable option to help maintain their health and wellbeing at an affordable cost.

For more information, visit www.glendaleaz.com/CommunityPartnerships or call 623-930-2868.

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