



For Immediate Release

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Peter Ax, CEO of Prescription Medication Provider KwikMed.com, Appointed to Online Pharmacy Regulatory Board

SCOTTSDALE, ARIZ (August 10, 2010) — Peter Ax joined fellow experts and thought leaders in healthcare delivery as an appointed board member of the Online Prescribing, Dispensing and Facilitation Board of the Division of Occupational and Professional Licensing (DOPL) in Utah on July 1, 2010. This board is the first regulatory body in the U.S. created to license and monitor legitimate online pharmacies and to eliminate "rogue" Internet pharmacies.

Since acquiring KwikMed™ in 2001, Ax has worked with regulators and healthcare experts to transform the company from a "rogue" pharmacy into a leader in the delivery of healthcare online.

"KwikMed™ has been focused on creating "best practices" for the delivery of online healthcare by working with regulators and with thought leaders in healthcare delivery," says Ax.

Ax's appointment was endorsed by Governor Herbert who currently sits on the National Governors Association's Health and Human Services Committee and the Healthcare Reform Task Force.

"I am delighted to have been appointed by Governor Herbert to serve the citizens of Utah and elsewhere as a representative on the first regulatory board of its kind, which has been designed to regulate online pharmacies and Internet websites focused on increasing access, lowering costs and providing extraordinary quality care online." says Peter Ax

KwikMed™ recently played an important role in the creation of the nation's first law regulating online pharmacy business practices. Legislators relied on the KwikMed™ business model to create standards. KwikMed's™ business model includes the use of an "intelligent" branching online medical assessment tool . A patient's medical history is then reviewed individually by licensed physicians via the Internet.

Ax joined legislators for the signing of S.B. 274 on March 30, 2010 which passed unanimously. As part of the newly passed law, the Online Prescribing, Dispensing and Facilitation Board of the DOPL was created to monitor and enforce the regulatory oversight.

Currently, KwikMed™ is the only online pharmacy granted regulatory approval to prescribe approved medications online with its proprietary online medical assessment. KwikMed™ only treats conditions that can be safely diagnosed and treated without a face-to-face visit with the physician. These conditions currently include erectile dysfunction, male pattern hair loss and smoking cessation.

About KwikMed™

KwikMed™ is the only online healthcare service granted regulatory approval to prescribe and deliver FDA-approved medications. Backed by fully licensed doctors and pharmacists, KwikMed's™ extensive interactive online assessment is often far more thorough than a traditional face-to-face consultation with a doctor, allowing KwikMed™ to treat conditions and diseases that can be safely managed without a face-to-face office visit with a physician. KwikMed's™ revolutionary approach is creating a new channel for healthcare delivery, expanding patient options and increasing personal control. Based in Utah and regulated by the Utah State Department of Occupational and Professional Licensing, KwikMed™ is wholly owned by Phoenix Capital Management of Scottsdale, Ariz.

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