



## Press Release

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### **CVS/pharmacy Helps Customers Save Time with New Prescription Text Alerts**

**Customers using cell phones can opt in to receive a text message when their prescription is ready at CVS/pharmacy**

WOONSOCKET, R.I., Feb. 1, 2012 /PRNewswire/ – CVS/pharmacy today announced the launch of Order Ready Text Messaging. Customers can enroll in the program to receive immediate notification via text message when their prescription is ready to be picked up at over 7,300 CVS/pharmacy locations nationwide.

"CVS/pharmacy's new prescription Order Ready Text Messaging Program allows for easy prescription pick-up by letting our patients know the moment the pharmacist has completed their order," said Rob Price, Senior Vice President, Chief Marketing Officer for CVS/pharmacy. "The introduction of prescription text alerts is the latest addition to our enhanced mobile offering and is designed to make filling prescriptions at CVS/pharmacy even more convenient."

Customers can sign up to receive text messages by speaking to a pharmacy staff member at their local CVS/pharmacy. Once enrolled, customers will receive their first Order Ready Text Message when their next prescription has been filled.

Text message alerts are also available in Spanish for those who specify it's their preferred language. Order Ready Text Messaging is available on most leading cell phone carriers. Message and data rates may apply from the patient's mobile carrier. For more information, customers can visit [www.cvs.com/text](http://www.cvs.com/text).

The Order Ready Text Messaging Program complements additional Mobile features from CVS/pharmacy that allow shoppers to use mobile devices to scan and order prescription refills from anywhere at any time. Customers with the CVS/pharmacy iPhone or Android app can use their smartphones to scan and send rapid refills (no sign-in required) to their local CVS/pharmacy for up to six prescriptions at once, just by using the camera in their mobile devices and the CVS/pharmacy app. These refills can be sent by scanning the prescription label directly. Interested customers can download the apps by visiting Apple's App Store or the Android Marketplace.

#### **About CVS/pharmacy**

CVS/pharmacy, the retail division of CVS Caremark Corporation (NYSE: CVS), is America's leading retail pharmacy with more than 7,300 CVS/pharmacy and Longs Drug stores. CVS/pharmacy is committed to improving the lives of those we serve by making innovative and high-quality health and pharmacy services safe, affordable and easy to access, both in its stores and online at [CVS.com](http://CVS.com). General information about CVS/pharmacy and CVS Caremark is available at [info.cvscaresmark.com](http://info.cvscaresmark.com).

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