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Contact: Raj R. Pai,
CID Capital -
312.578.5350
MedVantx -
858.625.2990

CID Capital leads investment In MedVantx, Inc.



San Diego, CA - **CID Capital** led a \$14.5 million national syndicate of investors in San Diego-based **MedVantx, Inc.** By designing an integrated channel around the physician/patient relationship, MedVantx is improving health care through returning control of pharmaceutical dollars to consumers, giving them a direct incentive to demand higher quality. MedVantx has created the first fully integrated, consumer centric pharmaceutical delivery channel primarily for generics and OTC drugs. The Company provides consumers with immediate access to free (no co-payment) full-course of medications covering nine of the most common therapeutic regimens through its proprietary automated ATM-like prescription management system ("Sample Center™"), installed within physician offices. In partnership with MedVantx, health plans, physicians and pharmaceutical companies create integrated programs designed to improve the quality of care, facilitate medication adherence and promote usage of lower-cost medications as first-line agents. By reducing the manual procedures related to the drug sampling process, the Sample Center introduces control, convenience and simplicity. The MedVantx network is operational in eight states including California, Minnesota, New Jersey, North Carolina, North Dakota, Oregon, Pennsylvania and Rhode Island and includes over 2,300 top-decile primary care physicians.

"CID's investment in MedVantx represents our excitement and confidence in the company's business plan and its value proposition as well as in its management," noted Raj Pai, a Managing Director at CID and a MedVantx Board member. "MedVantx is sweeping away old ideas about how health care works and is providing a positive paradigm shift in an increasingly consumer driven health plan industry. I look forward to working both with the Company and with the other investors."

Robert Feeney, President and CEO for MedVantx, concurred, adding, "we are pleased to be able to partner with CID and with the other investors in this important growth step for MedVantx. We look forward to the opportunities that this partnership is bringing to the Company."

CID Capital is a 27 year old investment firm funding private companies that have sound business fundamentals and exceptional growth potential. CID has raised nine funds totaling more than \$500 million and has made equity investments in over 100 companies, targeting opportunities in the life sciences, information technology, manufacturing technology, and business services sectors. With years of operational experience and a network of valuable industry resources, CID Capital has established a national reputation as a "value-added" investment partner, working actively alongside management and shareholders to create value and achieve superior investment returns.

CIDCapital - Venture Group
www.cidcap.com

Peter G. Kleinhenz
Managing Director
Columbus, OH
614.222.8185

Robert J. O'Brien
Managing Director
Indianapolis, IN
317.708.4860

Raj R. Pai
Managing Director
Chicago, IL
312.578.5350

CID Capital | 201 West 103rd Street | Suite 200 | Indianapolis | IN | 46290