

NEW WORLD MARKETING, INC. RELEASES NEW FREE DISCOUNT DRUG CARD FOR BROKERS

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HOUSTON, TX – New World Marketing, Inc. announced today that it has been distributing a “FREE” discount prescription drug card assisting the uninsured, underinsured, seniors, or individuals who do not qualify for publicly funded programs such as Medicaid and Medicare. It can also be used as a Medicare Part D supplement by covering drugs once participants reach the “donut hole”. New World recognizes that rising pharmaceutical costs may prevent people from getting the medications they need. This program will provide savings of up to 80% on prescription drugs with average savings around 30% and is accepted by 60,000 chain and independent pharmacies. The total dollar savings, realized by cardholders last year alone was over \$815,000,000 off the retail pharmacy pricing.

“As a first of its kind, we launched this program to assist organizations in an effort to help consumers reduce how much they pay for prescription drugs”, states Bob Cauthen, CEO, New World Marketing, former President and CEO American General Life Insurance Company. “The **New World Rx Card Program** is a simple solution to the confusing maze of discount programs that have appeared in recent years. Many of these programs only cover certain drugs, charge fees or some have membership restrictions such as age and income requirements. Our card does not have such restrictions and is totally FREE.”

In these unstable economic times, loss of jobs, foreclosures, and the mounting cost of prescriptions the **New World Rx Card Program** provides not only a safety net for prescriptions but a full healthcare savings package which includes discounts ranging from 40% to 80% for hearing aids, vitamins, diabetic supplies, Doctor On Call, teeth whitening, eye glasses or even Lasik surgery and much more.

The **NewWorldRxcard.com** program was designed to give individuals, particularly those with limited or no prescription insurance coverage or who have coverage but are subject to large deductibles, large co-pays, formulary limitations, dosing limitations, gaps, and/or any cash out-of-pocket expenses access to discounts for their medication. However, the program can also be used by people who have health insurance coverage with no prescription benefits, as is common in many health savings accounts and high deductible health plans. Sponsor organizations and companies, as well as Brokers can receive generous marketing compensation.

This program has no restrictions, no age or income requirements, no applications or claim forms to fill out, no annual or lifetime limits, includes discounts on all FDA approved brand and generic medications and is “open formulary” so that all medications are eligible for discounts.

The **NewworldRxcard.com** program is pre-activated, can be used immediately and is available for everyone online by simply going to www.newworldrxcard.com. In addition to downloading a FREE card, consumers can search and compare drug pricing and participating pharmacies at the website. This program has “LOWEST PRICE” logic to guarantee that members get the best pricing on prescriptions (Members pay the lower of a discount off Average Wholesale Price-AWP, discount off MAC Pricing, or Pharmacy Promotional/Retail price.) Participating pharmacies include CVS Pharmacy, Longs Drugs, Kmart Pharmacy, Target, Wal-Mart, Safeway, Walgreen’s, Sav-on Pharmacy, and many others.

Any further questions or interest regarding this program and its services, please contact; Bobc@newworldsearch.com