

INNOVATION

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Innovation Names Denys Ashby as National Director of Sales, Chain Stores

JOHNSON CITY, NY – July 10, 2007 – Innovation Associates, makers of PharmASSIST® pharmacy automation solutions, today announced that Denys Ashby has joined the firm as national director of sales, chain stores. In this senior sales role, Ashby will lead all Innovation’s sales and marketing activity for the retail chain pharmacy market.

“We are excited about the depth of experience Denys brings to the Innovation team. With his technology background, we feel Denys will provide the perspective necessary to match our products and services with the goals and objectives of our retail chain customers,” said Doyle Jensen, vice president, sales & marketing, Innovation.

Ashby comes to Innovation with over 12 years of sales and sales management experience. Most recently, Ashby was a sales executive with Eclipsys, a provider of information solutions for hospitals and health systems, in the Chicago area. At Eclipsys, he was responsible for selling the firm’s complete suite of clinical and financial systems to hospitals in northern Illinois.

Prior to Eclipsys, he was a sales executive, and later the director of national accounts for retail pharmacy chains, at Cerner Corporation, a leading healthcare information technology firm. At Cerner, Ashby oversaw sales activity for the firm’s clinical meds suite in Cerner’s Provider Care Division. He was named Sales Executive of the Year in 2004.

Innovation Associates, Inc., a leader in the world of automated prescription dispensing, offers the PharmASSIST family of products to address the prescription growth, quality assurance, pharmacy workflow, and cost control challenges of all size pharmacies. With over three decades of broad-based, business experience, Innovation Associates is dedicated to delivering the highest-quality pharmacy automation products to the pharmacy industry. For more information, visit www.innovat.com.

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