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## SUPPLIER NEWS BREAKS

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### PharmaSmart names COO, hires former Safeway Rx exec

May 10th, 2012

ROCHESTER, N.Y. – PharmaSmart International Inc. has promoted Ashton Maaraba to chief operations officer, a newly created position.

The blood pressure management, health IT and pharmacy health services company also said this week that it has hired Matthew Bryant as corporate controller and former Safeway Inc. executive Dave Fong as a strategic adviser to pharmacy services initiatives.

In the new post, Maaraba will lead PharmaSmart's global operations, sales and marketing, production, customer service and corporate development.

"Under Ashton's leadership, PharmaSmart successfully transitioned itself into a premier disease state management and health IT company," stated PharmaSmart president Fred Sarkis. "Ashton has a strong focus on delivering client value, workflow efficiency and ensuring all program aspects align with client priorities. We are experiencing rapid growth, and Ashton's expertise, executive experience and 'customer first' focus has helped every aspect of our company and has accelerated our growth trajectory." to meet customer demands “

A veteran of the pharmacy services and health/beauty products sector, Maaraba joined PharmaSmart in 2008 to lead global sales and marketing initiatives.

"Our pharmacy service and employer clients have mandated a growing list of vendor expectations," Maaraba commented.

"Further, the medical community is looking to vendors that can deliver validated 'out of office' diagnostics they can rely on in their busy practices. It's our job to listen and deliver on their clinical and business expectations."

Fong previously served as senior vice president pharmacy operations for Safeway.

"The addition of Dave Fong provides PharmaSmart added depth and experience to our pharmacy services team," Maaraba explained. "Dave understands the complexities of today's pharmacy, which must balance MTM growth objectives with the realities of pharmacy workflow constraints. We look forward to working with Dave as we grow our clinical programs to fit the business objectives of our pharmacy retailers."

Commented Fong, "PharmaSmart's clinical approach to hypertension management and their focus on executable IT integration sets them apart from traditional kiosk vendors. They are an experienced team focused on pharmacy services innovation."

Bryant brings 14 years of accounting experience to PharmaSmart, where he will be leading the finance division. He formerly was controller for Flower City Printing, a national printing company.

Rochester, N.Y.-based PharmaSmart serves over 6,000 locations, including retail pharmacy operators such as Wal-Mart Canada, Nash Finch, Safeway Canada, Coborn's, Loblaws, Roundy's, Smart Med Rx, Leader, Good Neighbor, Jean Coutu, Shoppers Drug Mart, Rexall/Katz Group, Zellers, Sobey's Lawton's, Astrup Drug, Winn-Dixie and Big Y Foods.