



Imprimis Launches New MaxRx Prescriber Portal™

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SAN DIEGO, July 29, 2016 /PRNewswire/ -- Imprimis Pharmaceuticals, Inc. (NASDAQ: IMMY), a pharmaceutical company dedicated to making drugs affordable again through its Branded Compounding™ business model, today announced the availability of its new [MaxRx Prescriber Portal™](#), a software application that provides physicians with new order entry and management tools that have traditionally not been available for compounded prescriptions. In addition to allowing a streamlined ordering process for single and multiple orders, MaxRx has numerous other functions designed to give the prescriber maximum visibility into order workflow, and maximum flexibility in communicating and doing business with an ImprimisRx pharmacy.



Dr. Paul Anderson, CEO of Anderson Medical Group in Seattle, Washington, stated, "We run an extremely busy multi practitioner multi location practice and having this ability to quickly and accurately order from Imprimis is now an essential part of the efficient operation of our business. Once we started using the MaxRx portal, we would not go back to the old way of doing things."

Mark L. Baum, CEO of Imprimis, stated, "Imprimis is taking the lead by offering the latest advancements in prescription management information technology to better serve our customers, improve patient care and safety and meet federal and state compliance requirements. MaxRx was uniquely developed over the past year in order to provide new conveniences for our customers and a simple and transparent compound prescription ordering and management process. Our goal is to provide the best in class customer service and the MaxRx Prescriber Portal is an important step in caring for our growing base of valued customers. We intend to continue to develop and integrate new processes and systems, like the MaxRx Prescriber Portal, in order to scale our business and expand our reach as we move into the next phase of our growth and maturity."

To learn more about MaxRx or to receive a customer demonstration, please contact Imprimis' sales and marketing team by calling (858)-704-4623 or emailing MaxRx@ImprimisRx.com.

ABOUT IMPRIMIS PHARMACEUTICALS

Imprimis Pharmaceuticals, Inc. (NASDAQ: IMMY) is a pharmaceutical company dedicated to making drugs affordable again through its Branded Compounding™ business model. The company is focused on patient outcomes and affordability and offers high quality lower-cost custom compounded drugs in all 50 states. Headquartered in San Diego, California, Imprimis owns and operates four dispensing facilities located in California, Texas, New Jersey and Pennsylvania. For more information about Imprimis, please visit the customer and corporate website at www.ImprimisRx.com.

MaxRx™ and MaxRx Prescriber Portal™ are trademarks of Imprimis Pharmaceuticals, Inc

SAFE HARBOR

This press release contains forward-looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Any statements in this release that are not historical facts may be considered such "forward looking statements." Forward looking statements are based on management's current expectations and are subject to risks and uncertainties which may cause results to differ materially and adversely from the statements contained herein. Some of the potential risks and uncertainties that could cause actual results to differ from those predicted include our ability to make commercially available our compounded formulations and technologies in a timely manner or at all; physician interest in prescribing its formulations; risks related to its compounding pharmacy operations; our ability to enter into other strategic alliances, including arrangements with pharmacies, physicians and healthcare organizations for the development and distribution of its formulations; our ability to obtain intellectual property protection for its assets; its ability to accurately estimate its expenses and cash burn, and raise additional funds when

necessary; risks related to research and development activities; the projected size of the potential market for its technologies and formulations; unexpected new data, safety and technical issues; regulatory and market developments impacting compounding pharmacies, outsourcing facilities and the pharmaceutical industry; competition; and market conditions. These and additional risks and uncertainties are more fully described in Imprimis' filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K and its Quarterly Reports on Form 10-Q. Such documents may be read free of charge on the SEC's web site at www.sec.gov. Undue reliance should not be placed on forward looking statements, which speak only as of the date they are made. Except as required by law, Imprimis undertakes no obligation to update any forward looking statements to reflect new information, events or circumstances after the date they are made, or to reflect the occurrence of unanticipated events.

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