

FFF Enterprises Launches New MyFluVaccine Website

The nation's largest distributor of flu vaccine and innovator of the revolutionary MyFluVaccine program launches new website as it enters its fourth season.

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ISSUED BY FFF Enterprises, Inc., Temecula, Calif. – www.fffenterprises.com

FFF Enterprises, the nation's largest and most trusted distributor of flu vaccine, plasma products and critical-care biopharmaceuticals announced today the unveiling of its new and improved MyFluVaccine website (www.MyFluVaccine.com). Launched in 2006, FFF's MyFluVaccine program is entering its fourth season of allowing healthcare providers to order their flu vaccine for delivery on the specified dates of their choosing, with the confidence of knowing their vaccine will arrive on time.

With MyFluVaccine, obstacles that previously hindered flu vaccine distribution are bypassed. "We have a legacy of approaching our industry as solution providers," states Patrick M. Schmidt, chief executive officer, FFF Enterprises. "In the case of flu vaccine, we saw the gamble our customers, the healthcare providers, were taking in trying to prepare for their vaccination season, which often includes planning flu clinics."

Historically, healthcare providers could never be certain when their flu vaccine orders would arrive, or even if they would receive the correct product and quantity. This made it very difficult to plan for flu clinics, as providers could not be certain their vaccine would be there when their patients needed it. "We realized that the volatility in the marketplace created unnecessary frustration and risk, so we decided to do something about it," Schmidt continues.

first," says Chris Ground, senior vice-president, FFF Enterprises. "MyFluVaccine gives these providers the ability to select specific delivery dates for their vaccine, which allows them to plan vaccination clinics with the confidence of knowing their flu vaccine will arrive on time. It's revolutionized the industry!"

The new MyFluVaccine website provides news, updates, resources, clinic planning tools and an easy ordering portal. There are special informative sections for consumers and employer groups as well as providers. FFF has also produced a "Flu Vaccine Myths & Facts" brochure that is downloadable as a PDF from the website, or as a printed booklet that healthcare providers can order for their patients.

"Unfortunately, there is still misinformation in the marketplace that steers people away from getting this important annual preventive vaccine, so we wanted to support our customers with an educational tool to help dispel the myths often associated with the

flu virus and influenza vaccine," continues Ground.

The 2009-10 flu vaccine ordering season has already commenced, and flu vaccine for the current flu season is also available for immediate shipment to providers who need vaccine for clinics presently underway. ➤

"Our customers told us that they would often lose patients to whatever facility received its vaccine



About FFF Enterprises, Inc.

FFF Enterprises, Inc., a privately held corporation, is the largest and most trusted distributor of plasma products, vaccines and other biopharmaceuticals in the U.S. Founded in 1988, FFF is now in its 21st year with more than a billion dollars in annual sales and a flawless safety track record.

FFF's Guaranteed Channel Integrity™ ensures that products are purchased only from the manufacturer and shipped only to healthcare providers, protecting patients and manufacturers from counterfeit risks and pricing irregularities inherent in secondary and gray market channels. FFF's proprietary technologies, **Verified Electronic Pedigree™** and **Lot-Track™**, provide verification of this secure channel. FFF's MyFluVaccine (www.MyFluVaccine.com) has revolutionized the flu marketplace, offering a dedicated flu vaccine supply, delivered to customers on the date of their choosing, and offering certainty in a volatile market segment. FFF's ability to move rapidly in a dynamically changing marketplace allows the creation of new opportunities for customers through innovative vehicles for distribution.

