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## PHARMA KIOSK (PK+) GAINING SIGNIFICANT MARKET ACCEPTANCE

*Industry Leader, Samir Patel, Joins TCE Group Inc. to Facilitate Further Business Development*

**TORONTO, ON, January 17, 2012** – TCE Group Inc. ([www.tcegroup.com](http://www.tcegroup.com)), a Greater Toronto Area-based engineering company has announced that its Pharma Kiosks (PK+) terminal ([www.pk-plus.com](http://www.pk-plus.com)) has gained significant market acceptance by finalizing eight field tests and planning to launch its kiosks in four additional locations in the coming weeks.

“Since early October, we have seen strong interest from a number of potential clients which include drugstore chains, general retailers, independent pharmacy owners, pharmacy benefit management companies, physician groups, pharmaceutical companies and related healthcare service businesses in both Canada and the United States,” says Amr Bannis, President, TCE Group Inc. “This is a real indication that the ‘future of pharmacy’ is here to stay and that operators are seriously investigating new and innovative business models to service their customers during and outside of regular business hours.”

PK+ is a terminal-like ATM machine that allows customers to conveniently order prescription drugs and other pharmacy products by using an Internet-enabled service kiosk in compliance with current industry and government regulations. In addition, it provides other promotional services that suit its location.

“The automation of many service delivery models, like automated cashier machines in grocery stores, flight check-in kiosks at airports and many other examples, makes the move to automate the drug delivery infrastructure a natural progression,” adds Bannis. “But due to the complexity, sensitivity, safety and regulatory requirements of this essential healthcare service, the development of its automation has not been adequately commercialized - until now. We are excited to see this kind of traction of our PK+ terminal products and services.”

In another development, TCE Group Inc. has appointed pharmacy industry leader, Samir Patel, as its Vice President of Strategy and Business Development. With more than 13 years of experience in the sector, Patel was most recently the Director of Pharmacy Business Development at Cirrus Consulting Group and previously operated different drugstore formats over a ten year span with a leading national drugstore chain in Canada.

“We are fortunate to have Samir’s experience and expertise available to us to help grow the business, introduce PK+ to new industry leaders and position ourselves to further develop additional opportunities,” says Bannis. “Being a drugstore operator for many years, Samir has been on the other end of the spectrum to truly understand the pharmacy business and patient experience at store level. We are expecting solid growth during 2012 with his leadership capabilities.”

“Our Pharma Kiosk technology can be extrapolated to any business sector and is fully customizable to meet both client and end user customer needs,” adds Patel. “The uniqueness of our product offering creates a value proposition in both remote and non-remote locations. As well, we have many other products/services in the pipeline and are currently exploring many different markets. We are excited about the interest we have received so far.”

### **About TCE Group Inc.**

TCE Group Inc. ([www.tcegroup.com](http://www.tcegroup.com)) is an Ontario-based engineering company and IBM business partner specializing in automation and systems integration since 1992. The company has developed PK+ and its processing applications and has filed for patent protection (file #2,707,411 in Canada and #12/984,867 in the USA and PCT/CA2011/000677 Internationally).

Since 1999, TCE Group has developed many innovative systems to support the infrastructure of the competitive online mail-order operation of ADV-Care Pharmacy ([www.adv-care.com](http://www.adv-care.com)) such as Just-In-Time Predictive Inventory control, Automated Refill Reminders, online orders tracking and International Pharmacy Processing.