

# Coast2Coast **Rx** Free Discount Card

## News Release

FOR IMMEDIATE RELEASE

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## ELLIS COUNTY RESIDENTS SAVE MORE THAN \$47,000 ON PRESCRIPTION MEDICATIONS

*To combat rising healthcare costs, the County offers  
a valuable resource for its residents*

ELLIS COUNTY, TEXAS, July 14, 2010— Launched in March 2009, the *Coast2Coast Rx* free discount card program has saved Ellis County residents more than \$47,185.55, for an overall average savings of almost 40% off of their prescription medications!

Edward W. Rahn, President of Financial Marketing Concepts, Inc. of Ponte Vedra Beach, Florida, the issuer of the *Coast2Coast Rx* free discount card, says “We are pleased to work with the County to help individuals, their families, and pets, combat the rising cost of healthcare.” Rahn added “We appreciate all that the County and local pharmacies are doing to help those in need.”

More than 60,000 medications are eligible for a discount under the *Coast2Coast Rx* program, which is offered at no cost to the county or its residents, and is available to everyone regardless of age, income, or medical history. The cards are available at most major pharmacies, many independents, on the website ([www.coast2coastrx.com/ellistx](http://www.coast2coastrx.com/ellistx)), at local libraries and at county offices.

“We are always exploring programs that are of benefit to our citizens,” said County Judge Carol Bush. “We are proud to be able to provide our residents with additional relief in the face of rising prescription drug costs.”

About Financial Marketing Concepts, Inc:

Financial Marketing Concepts, Inc., of Ponte Vedra Beach, FL, is a national leader in the supplemental benefits field. FMC is committed to lowering the rising costs of prescriptions for American families throughout the nation.