

NEWS RELEASE

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DANNY COTTRELL NAMED 2009 NCPA WILLARD B. SIMMONS INDEPENDENT PHARMACIST OF THE YEAR

NEW ORLEANS, LA (Oct. 19, 2009) — Danny Cottrell, RPh, of Medical Center Pharmacy in Brewton, Alabama, has been named the 2009 NCPA Willard B. Simmons Independent Pharmacist of the Year by the National Community Pharmacists Association (NCPA). The award is sponsored by Upsher-Smith Laboratories, Inc. The announcement was made at the First General Session of the association's 111th Annual Convention and Trade Exposition held October 17-21.

The Independent Pharmacist of the Year award recognizes an independent pharmacist for exemplary leadership and commitment to independent pharmacy and to the community. The award is named in honor of Willard B. Simmons, a former NCPA (then the National Association of Retail Druggists) executive secretary and long-time NCPA Foundation trustee, who exemplified these qualities.

"We are proud to call Danny Cottrell a member of NCPA, and he is a truly a deserving recipient of this award," said Holly Whitcomb Henry, RPh, NCPA President and Seattle, Washington pharmacy owner. "He made national headlines this year with his creative way of helping his employees and community weather the economic recession."

Cottrell and his business partner Tom Henderson gave each employee a bonus. They were given an envelope of money, all in the form of \$2 bills, and were instructed that 85% be spent at local businesses and the remaining 15% be given to charity. Full-time employees received \$700 and part-employees received \$300. The total amount, all spent in Escambia County, was \$16,000. The national news media caught wind of this selfless act, as Cottrell's story was featured in high-profile outlets like *USA Today*, *Fox News*, and *NBC Nightly News*.

"Danny has always been active in promoting the interests of community pharmacies and patients, especially in Alabama, but he went above and beyond the call of duty with his ingenious efforts this past year," added Henry.

Cottrell is a graduate of Auburn University. He purchased his first store in 1984 and is part-owner of 10 other stores. In addition to his NCPA membership, Cottrell also serves on the association's PAC and Legislative committees. He is a prominent member of the Alabama Pharmacy Association, Alabama Medicaid Pharmacy Advisory Committee, the Kiwanis Club and the Brewton Development Authority. Cottrell has previously been honored for his work on numerous occasions, including the NCPA leadership Award, Drug Travelers Association King Courtesy Award, Wayne Staggs Distinguished Service Award, President's Award, and Lester White Good Government Award.

The National Community Pharmacists Association (NCPA) represents the nation's community pharmacists, including the owners of more than 23,000 pharmacies. The nation's independent pharmacies, independent pharmacy franchises, and independent chains represent an \$84 billion marketplace, employ over 300,000 employees and dispense nearly half of the nation's retail prescription medicines. To learn more go to www.ncpanet.org.

Upsher-Smith Laboratories, Inc. is a rapidly-growing pharmaceutical company that manufactures and markets both prescription and consumer products. Privately held since 1919, the company strives to recognize the unmet healthcare needs of its customers. Upsher-Smith prides itself on providing safe, effective and economical therapies to the ever-challenged healthcare environment. For additional information, visit www.upsher-smith.com.

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