

# Press Release

Axxya Systems  
4035 Willowbend Blvd Suite 410  
Houston, TX 77025

**Phone:** 800.709.2799

**Fax:** 281.652.5533

**Email:** [info@axxya.com](mailto:info@axxya.com)

**Contact:** Shazia Nathoo RD, President  
For Immediate Release

## **Axxya Systems Licenses Nutritionist Pro™ Products from First DataBank**

*Product development, customer support to be continued by Axxya Systems*

**Houston, Texas, July 25, 2005.** Axxya Systems, a developer of nutrition and fitness products, has announced that it will license First DataBank's Nutritionist Pro™ Software product line. In licensing these products, Axxya plans to continue developing, maintaining, distributing, and supporting Nutritionist Pro™ Nutrition Analysis Software, Nutritionist Pro™ Food Labeling, and the Nutrition Knowledge Base™ products.

According to Shazia Nathoo, RD, Axxya Systems' President, "Nutritionist Pro™ software for nutrition analysis and food labeling is a recognized industry leader. Its nutrition knowledge base is by far the most comprehensive, accurate and up-to-date nutrition data source available." The Axxya Systems founding team was heavily involved in the product's original development, and has the vision to take it to the next level, she said.

The new agreement gives Axxya Systems full "rights to license," which includes exclusive rights to the Nutritionist Pro™ trade name, product development, marketing, sales and support.

During the transition to Axxya Systems, First DataBank will honor its support commitments to current Nutritionist Pro™ customers. Product Manager Era Prakash revealed that the company will furnish software and database updates and customer support through October 15, 2005, after which Axxya Systems will exclusively support the needs of existing and prospective customers. "Customers will be happy to know," Prakash said, "they will be able to continue using their software exactly like they did in the past."

Nathoo noted that "Axxya Systems' mission has been to pursue cutting-edge technology for nutrition professionals. With our licensing of the Nutritionist Pro™ line, we plan to demonstrate our commitment to providing state-of-the-art improvements to the software and database, as well as quality customer support." Upcoming enhancements, she pointed out, will include a more user-friendly interface, an expanded knowledge base with robust data updates, a new food-guide pyramid, plus additional exciting software developments. Axxya Systems also plans to expand Nutritionist Pro's™ global presence by conforming to international government nutrient regulations.

First DataBank decided recently to discontinue its nutrition product line in order to focus on its traditional core products-drug knowledge bases designed to be integrated into healthcare information systems.

### **About Axxya Systems**

Headquartered in Houston, Texas, Axxya Systems develops nutrition and fitness products, and structures Corporate Wellness Programs for Fortune 1000 companies. Axxya Systems is the ideal choice for ongoing development of Nutritionist Pro™. We are well qualified to assure that the Nutritionist Pro™ line continues to thrive. The company's founding team brings over 10 years of industry experience to bear on nutrition information products. The founder of Axxya Systems was intimately involved in the original development of Nutritionist Pro™ at First DataBank and worked directly on the knowledge base maintenance and updates over several years. For more information, please contact Axxya Systems at 800-709-2799 or visit us at [www.axxya.com](http://www.axxya.com).

### **About First DataBank**

First DataBank, a subsidiary of The Hearst Corporation, is the leading provider of electronic drug information to the healthcare industry. For more than two decades, the company has partnered with information system developers to deliver proven knowledge bases for integration into a wide range of applications all across the healthcare continuum. Together with their development partners, First DataBank helps reduce the incidence of medication errors and adverse drug events, which promises to lower healthcare costs and improve patient care. For more information, visit [www.firstdatabank.com](http://www.firstdatabank.com).