

CVS Health Announces Partnership with Curbside, a Company Perfecting the Store Pickup Experience, to Bring New Level of Retail Convenience to Customers
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WOONSOCKET, R.I., April 19, 2016 /PRNewswire/ -- CVS Health (NYSE:CVS) today announced a partnership with [Curbside](#), a company perfecting the store pickup experience for retailers and consumers, to launch CVS Express, a digital solution offering consumers a new level of seamless convenience. CVS Health is also investing in Curbside, demonstrating the company's commitment to driving further innovations that will help customers save time and money while pursuing a healthier lifestyle.

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"Retail pharmacy is an exciting, competitive landscape that is ripe for digital innovation," said Helena Foulkes, Executive Vice President, CVS Health and President, CVS Pharmacy. "This partnership with Curbside allows CVS Health to offer new and more convenient ways for our customers to shop with us – ultimately making it easier for them to enjoy a healthy lifestyle in a way that works best for them."

"We founded Curbside to help make shopping at neighborhood stores faster and easier than ever before," said Jaron Waldman, co-founder and CEO of Curbside. "Our proprietary location technology ensures seamless, reliable order handoff at the moment a customer arrives and our console app powers an efficient pick and pack operation for CVS Pharmacy colleagues to prepare orders in the store. In partnership with CVS Health we've created a fast, convenient new shopping experience that busy CVS Pharmacy customers are going to love."

CVS Express is the industry's first retail solution that integrates Curbside's market-leading technology right into the CVS Pharmacy app. With CVS Express, customers can make mobile, in-app purchases from their local CVS Pharmacy and have those products delivered directly to them when they pull up to the store, all in about one hour – with no markups or added costs for convenience. Created in less than three months in the CVS Digital Innovation Lab in partnership with Curbside, CVS Express embodies the digital mission of CVS Health to make healthy lifestyles more accessible and convenient for customers nationwide.

"We believe digital tools are the key to making health care convenient, personal and affordable for our customers, and CVS Express is a perfect embodiment of our digital mission," said Brian Tilzer, Senior Vice President and Chief Digital Officer, CVS Health. "By working closely with our retail team and partnering with Curbside, who brought industry-leading technology to our platform, we rapidly developed a seamless and simple solution that creates a significant time savings for customers. We are committed to redefining convenience and this will be one of many steps on that journey."

CVS Health will continue to redefine retail convenience during 2016 and beyond with an investment in Curbside as it develops the latest technology to evolve the retail shopping experience.

CVS Express is currently available in San Francisco, Charlotte, N.C., and Atlanta, and will begin rolling out to additional CVS Pharmacy locations later this year. It is applicable to all front store and over-the-counter items, with no added cost to the customer for utilizing the service.

For more information about CVS Express, please visit <http://www.cvs.com/mobile/cvs-express/> and join the conversation using #stayinthecar. For more information about Curbside, please visit <https://shopcurbside.com/retailers/>

About the CVS Health

CVS Health is a pharmacy innovation company helping people on their path to better health. Through its approximately 9,600 retail pharmacies, more than 1,100 walk-in medical clinics, a leading pharmacy benefits manager with more than 75 million plan members, a dedicated senior pharmacy care business serving more than one million patients per year, and expanding specialty pharmacy services, the Company enables people, businesses and communities to manage health in more affordable and effective ways. This unique integrated model increases access to quality care, delivers better health outcomes and lowers overall health care costs. Find more information about how CVS Health is shaping the future of health at <https://www.cvshealth.com>.

About Curbside

Curbside is perfecting the store pickup experience for both retailers and consumers. Curbside partners with top retailers to reinvent the local shopping experience for the era of instant mobile commerce. Its arrival detection software reliably tells store associates when customers are on approach, and enables a compelling, 20-second pickup experience for millions of products across thousands of retail locations. For consumers, Curbside makes it faster and easier to find, buy and pick up products at local stores than ever before, with no markup in price. Curbside was cofounded by Jaron Waldman, who founded Placebase which was later sold to Apple, and Denis Laprise, who founded Poly9 which was also acquired by Apple. The company is headquartered in Palo Alto, Calif. <https://www.shopcurbside.com/>

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SOURCE CVS Health

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