

Free Smartphone Offer Provides Easy Access to CVS/pharmacy's® Top-Rated Mobile App
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The free smartphone offer* allows shoppers to enjoy the convenience of the CVS Mobile app, so they can refill prescriptions, access personalized savings and shop on-the-go

WOONSOCKET, R.I., April 12, 2013 /PRNewswire/ -- [CVS/pharmacy](http://www.cvs.com)® today announced that up to one million free smartphones* will be offered to eligible customers, allowing easy access to its convenient mobile app. Upon receipt of the phone, consumers will receive a text message prompt to download the CVS Mobile app to provide the convenience of CVS/pharmacy stores and pharmacy services at their fingertips so they can save time and money.

(Logo: <http://photos.prnewswire.com/prnh/20100816/NE50800LOGO>)

To participate in the promotion, consumers looking for a new smartphone or who are eligible for a device upgrade with their current mobile service provider can visit CVS.com/smartphone, where they can choose from a variety of top Android™ smartphones. Once consumers select a phone, and sign on for a new or upgrade two-year contract, the phone will be shipped directly to them.

"Over the past year we have seen a substantial increase in the number of our CVS/pharmacy customers using mobile devices to refill prescriptions, shop and manage their ExtraCare savings and rewards," said Brian Tilzer, Senior Vice President, Chief Digital Officer for CVS/pharmacy. "This complimentary offer makes the CVS Mobile app even more accessible to our customers who have yet to experience its capabilities."

In a recent consumer survey of retail apps by Xtreme Labs, [the CVS Mobile app was top-rated](#) for Android supported mobile devices. The app extends the in-store shopping and pharmacy experience to customers wherever they are, at any time. Through the free smartphone offer, consumers will be able to experience the app and its features, including the *My Mobile Card* feature, which allows customers to scan and save their ExtraCare card information within the app. The app also gives shoppers the ability to place photo print orders from their smartphone camera roll for same-day pick up, using the built-in GPS locator to find a nearby CVS/pharmacy. Additionally, customers can now access a new *Pill Identifier* tool to check for drug interactions and identify pills by shape, color and imprint. With the *Scan Your Refill* feature, users can scan their prescription barcodes to easily refill their prescriptions.

This free smartphone offer is an online-only promotion and is running now at CVS.com/smartphone. The offer is open to any consumer who is eligible to upgrade their phone per their current mobile service provider, or any consumer who signs up for a new line of service with a new provider. New or upgrade two-year activation required. To learn more, visit CVS.com/smartphone.

** New or upgrade two-year activation required; while supplies last.*

About CVS/pharmacy®

CVS/pharmacy, the retail division of CVS Caremark Corporation (NYSE: CVS), is America's leading retail pharmacy with more than 7,400 CVS/pharmacy and Longs Drug stores. CVS/pharmacy is reinventing pharmacy to help people on their path to better health by providing the most accessible and personalized expertise, both in its stores and online at CVS.com. General information about CVS/pharmacy and CVS Caremark is available at <http://info.cvscaremark.com>.

Note:

Free phone offer is only available with select service plans, data and messaging features and a new two-year subscriber agreement. Price valid for primary and secondary lines only. Offer is subject to identity, credit, and/or eligibility check, and may require a deposit. Contract renewal and upgrade options may also be available for existing eligible customers, however price may vary. Service may not be available in all markets or on all wireless carriers. Activation fees, early termination fees, and additional restrictions apply. Must be 18 or older to qualify. Void where restricted or prohibited by law. Not valid with any other offer or for business accounts. Limited time offer that is subject to change and only valid in the United States. See full offer for details. Offers for wireless products and services are fulfilled by Simplexity, LLC, an authorized agent for the featured wireless service providers. Promotion executed by PageMaster Corporation, Thousand

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