



## Press Release

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### **RITE AID TO OFFER TALKING PRESCRIPTION DEVICES TO CUSTOMERS WITH VISUAL IMPAIRMENTS**

Camp Hill, Pa. (February 18, 2016) – Rite Aid announced today the nationwide availability of talking prescription devices to assist customers with visual impairments. The device will be provided at no cost to customers who are blind or who are visually impaired.

“It’s important that all of our customers, including those who are blind or visually impaired, are able to access and understand information on their prescriptions,” said Jocelyn Konrad, Rite Aid executive vice president of pharmacy. “By offering these devices, we’re helping customers who have difficulty or who are unable to read a standard prescription label understand and safely take their medications as prescribed by their physician.”

Visually impaired customers can request a talking prescription device at any of the nearly 4,600 Rite Aid pharmacies nationwide.

“The American Council of the Blind and the California Council of the Blind congratulate Rite Aid on taking this step to better serve the needs of its blind and visually impaired customers,” said Kim Charlson, American Council of the Blind president. “This action clearly illustrates their motto, ‘With Us, It’s Personal,’ and we are proud to have collaborated with Rite Aid to bring this valuable resource to their customers.”

Rite Aid is also able to provide customers with large print prescription information sheets.

#### **About Rite Aid**

Rite Aid Corporation (NYSE: RAD) is one of the nation's leading drugstore chains with nearly 4,600 stores in 31 states and the District of Columbia and fiscal 2015 annual revenues of \$26.5

billion. Information about Rite Aid, including corporate background and press releases, is available through the company's website at [www.riteaid.com](http://www.riteaid.com).

### **About the American Council of the Blind (ACB)**

The American Council of the Blind is a national consumer-based advocacy organization working on behalf of blind and visually impaired Americans throughout the country with members organized through seventy state and special interest affiliates. ACB is dedicated to improving the quality of life and promoting equal opportunity for all people who have visual impairments. Its members and affiliated organizations have a long history of commitment to the advancement of policies and programs that will enhance independence for people who are blind and visually impaired. More information about ACB can be found by visiting [www.acb.org](http://www.acb.org).

### **About the California Council of the Blind (CCB)**

The California Council of the Blind is a state-wide consumer-based advocacy organization working on behalf of blind and visually impaired Californians. CCB is dedicated to improving the quality of life, equality of opportunity and independence of all people who have visual impairments. Their members and affiliated organizations have a long history of commitment to the advancement of policies and programs, which will enhance independence for people who are blind and visually impaired. More information about CCB can be found by visiting the CCB website at <http://ccbnet.org/>.

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