



Media Release

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**MED-MEDIA, INC. IS AWARDED
SUBCONTRACT TO L. ROBERT KIMBALL CORP**

*South Central PA-Based Software Company Wins Contract
for Emergency Medical Service (EMS) Software and Mobile Technology
in Support of Project National Shield*

HARRISBURG, October 3, 2008 –South Central Pennsylvania-based Med-Media, Inc. announced today that it was awarded a subcontract by L. Robert Kimball Corporation to deploy its technology solutions supporting the Hospital Emergency Planning Initiative (HEPI). HEPI supports the broad efforts of the U.S. Army's Armament Research Development and Engineering Center (ARDEC) under Project National Shield (PNS). Once completed, the HEPI system will help establish interoperable communications between local first responders and public health systems to enhance rapid response in the event of a man-made or national disaster.

The program will ultimately interconnect resources in South Central Pennsylvania with the ARDEC test bed emergency operations center (EOC) in Picatinny, New Jersey. Working with Kimball, Med-Media, Inc. will develop interfaces and deploy existing software and mobile computing solutions to transmit and display critical on-site patient triage, transport and treatment information, as well as advanced notification to assist hospitals in predicting patient surge. The same information will be shared with local emergency management, 9-1-1, emergency response services, military and other local healthcare agencies. The Summit Health System hospitals in Franklin County, Pennsylvania will be part of the pilot test along with the ARDEC test bed EOC in Picatinny, New Jersey. Once tested, the system will be deployed to include other areas in region and eventually serve as a model for deployment in other healthcare systems across the country.

Founded by flight nurses and paramedics, Med-Media's core product line transformed an industry that was paper-intensive and was plagued with inefficiency. EMStat™ is Med-Media's flagship product

and is used to collect patient information at an incident scene during normal operations. As part of this project, patient information will be securely transmitted to the receiving hospital via the Healthcare Awareness Logistics and Operations (HALO) Network™ to provide earlier advanced notification. This process ensures accuracy, fosters portability of the information for medical reporting and improves the information sharing of critical data with stakeholders in the system. Additionally, Med-Media's PSIM Patient Tracking™ solution will be utilized to track patient severity, location, treatment and destination during planned and unplanned events involving multiple patients.

John Hrabovsky, Vice-President and Chief Operating Officer, stated “this project is one of many we anticipate to be involved with over the next year that will utilize new software technology developed by the Med-Media engineering team.” Hrabovsky further commented, “Our new software and technology solutions meet or exceed national standards to promote interoperability and ease of information sharing.”

Andrew Moyer, President and Chief Executive for Med-Media, Inc. stated “the HEPI project builds upon the existing resources in daily use within Franklin County. The interfaces, software and mobile computing solutions will enhance the field operations for EMS and incident commanders and greatly improve the information flow to hospitals receiving patients.” Moyer continues, “Med-Media's solutions have been developed with this type of integration in mind. Our goal is, and will continue to be, to develop useful products that compliment the workflow of healthcare and emergency service personnel.”

About Med-Media:

Headquartered in Mechanicsburg, Pennsylvania, Med-Media was founded by pre-hospital EMS professionals and is a leading provider of public safety solutions for EMS, fire and police agencies. It is a fully diversified software firm specializing in the development and sale of technical solutions that simplify data collection and reporting, data warehousing, and data management at the local, regional, state and national levels. Med-Media's customer base exceeds 1000 agencies including 15 regional and statewide software deployments.

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