



Media Release

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**MED-MEDIA, INC. IS AWARDED
SOUTH DAKOTA STATEWIDE CONTRACT**

*South Central PA-Based Software Company Wins Competitive Contract
for Emergency Medical Service (EMS) Software and Training Services*

HARRISBURG, September 2, 2008 –South Central Pennsylvania-based Med-Media, Inc. announced today that it won a highly competitive contract to provide South Dakota’s Department of Public Safety and its first responders with its emergency medical services (EMS) pre-hospital data collection and management system. Med-Media will provide South Dakota’s first responders with a technological edge that streamlines management of patient care information and greatly reduces errors related to paper-based procedures.

Founded by flight nurses and paramedics, Med-Media's core product line transformed an industry that was paper-intensive and was plagued with inefficiency. Med-Media's flagship product titled EMStat™ is used to collect patient information at an accident scene or while a patient is in transit. Patient information then “follows” the patient securely using secure internet tools. Customized input forms and data-monitoring features track manual input errors and prompt users to correct errors during the first phase of the process. This ensures accuracy, fosters portability of the information for medical reporting and provides clients such as the State of South Dakota Department of Public Safety with a secure method for reporting patient information as required by law.

Med-Media’s contract with the State of South Dakota’s Department of Public Safety follows similar statewide and U.S. territory project wins. Med-Media is the EMS industry's largest provider of pre-hospital patient care information services in its home state of Pennsylvania.

“Today’s EMS agencies are more technologically advanced compared to ten years ago but still have limited resources just as other small businesses,” stated John Hrabovsky, Vice-President and Chief Operating Officer. “Our business model simplifies their data collection, reporting and storage needs with a user-friendly computer interface and data repository to reduce costs associated with maintaining their own computer network. This model is very attractive to a majority of the EMS industry.”

Andrew Moyer, President and Chairman of Med-Media stated “Well over ten years ago the EMS data collection process began and helped guide what is today the National EMS Information System (NEMSIS). Our software applications meet and anticipate state and federal data standards. The next generation of software technology will integrate patient care reporting systems to other public health and emergency management systems.” Moyer continues, “Med-Media’s new solutions are positioned to meet that need today and into the future.”

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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