



**FOR IMMEDIATE RELEASE**

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**MMR AND DANCING PAWS TO PARTICIPATE IN JOINT SALES EFFORT  
TO PROVIDE PERSONAL HEALTH RECORDS FOR PETS**

*Companies Will Offer a Personal Health Record and A Year's Supply of Breathalicious  
to Keep "First Puppy" Healthy and Kissably Sweet at the White House*

**Los Angeles, California (March 27, 2009)** – MMR Information Systems, Inc. (OTC Bulletin Board: FVRL.OB), which through its wholly-owned operating subsidiary, MyMedicalRecords, Inc. (collectively, "MMR") provides consumer-controlled Personal Health Records ("PHRs") ([www.mymedicalrecords.com](http://www.mymedicalrecords.com)) and electronic safe deposit box storage solutions ([www.myesafedepositbox.com](http://www.myesafedepositbox.com)), has entered into an agreement with Natural Products For Pets ("NPP") ([www.dancingpaws.com](http://www.dancingpaws.com)), a leading manufacturer of Green Bones and Pet Nutritional Products, to offer NPP customers a MyMedicalRecords Personal Health Record with the purchase of any NPP, Dancing Paws or Breathalicious product. The companies will also offer a free pet Personal Health Record and one-year supply of NPP products to the First Dog expected to be delivered at the White House in April.

"Personal Health Records are a centerpiece of this nation's healthcare initiative. MMR's MyMedicalRecords PHR service features the ability to store, index and retrieve Personal Health Records and other important documents for up to 10 family members, including pets, in one account, making it a true pet-friendly Personal Health Record for the entire family," said Robert H. Lorsch, Chairman and CEO of MMR Information Systems, Inc. "As an animal lover I know how important our pets are to a family. I spent nearly 30 years thinking out-of-the-box creating unique sales promotion opportunities starting with my early days working with Microsoft. Using Personal Health Records as an incentive to sell consumer products represents a unique sales promotion opportunity."

Because MMR is already designed with pets in mind, combining a line of Natural Products for Pets and a Pet Personal Health Record represents a unique opportunity for both NPP and MMR. MMR believes this is the first consumer product sales promotion program where a Personal Health Record is being used as an incentive to sell related consumer products and services. As part of its affinity marketing efforts MMR plans on finding similar promotional opportunities to create programs with manufacturers of consumer products and services that relate to family and pet health.

To celebrate the launch of the program, Natural Products for Pets, based in Canoga Park California, will offer a free Personal Health Record for up to 10 family members, including pets. NPP will give its retailers a national in-store promotional program offering a free 90-day trial of MMR's PHR service with a purchase of any NPP product. If a customer keeps the account after the 90 days, they receive a credit for NPP products worth 100% of the cost of the PHR for a year. Robert H. Lorsch is a founding shareholder and director of NPP.

**About MMR Information Systems, Inc.**

MMR Information Systems, Inc. (formerly Favril, Inc.), through its wholly-owned operating subsidiary, MyMedicalRecords, Inc. (collectively, "MMR"), provides secure and easy-to-use Web-based Personal Health Record (PHR) and electronic safe deposit box storage solutions, serving consumers, healthcare professionals,

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employers, insurance companies, unions and professional organizations. Seeking to empower individuals and their families to have greater control over their health and well-being, MMR facilitates access to medical records and other important documents, such as living wills, birth certificates, passports, advance directives and insurance policies, anytime from anywhere using the Internet. MMR's principal product, the MyMedicalRecords PHR service, accessed through [www.mymedicalrecords.com](http://www.mymedicalrecords.com), is built on proprietary patent-pending technology that enables users to transmit documents, images and voicemail messages in and out of the MyMedicalRecords PHR system using a variety of methods, including fax, phone, and file upload without relying on any specific electronic medical record platform to populate a user's account. Users and medical providers can fax paper records (such as laboratory tests, radiology reports and physician's notes), or scanned images can be uploaded, into a secured personal account, which the user can access and organize as necessary, including filing particularly sensitive documents in virtual lockboxes protected by secondary passwords, and designating certain records as accessible to medical personnel and first responders by way of a separate Emergency Login. MyMedicalRecords PHR also includes the Cerner Multum Drug Content database, licensed to MMR from Cerner Corp. (Nasdaq: CERN). MMR offers its MyEsafeDepositBox service, available at [www.myesafedepositbox.com](http://www.myesafedepositbox.com), which is designed to provide secure online storage for vital financial, legal and insurance documents in addition to medical records using the same patent-pending technologies that drive the MyMedicalRecords PHR service. In its final stages of development, MMR's MyMedicalRecords Pro service is designed to give physicians' offices a cost-effective solution to the expensive and time-consuming problem of digitizing paper-based medical records. MMR clients include AFL-CIO, Alexian Brothers Hospital Network, Coverdell, MedicAlert, Midwest Research Institute, Qvisory, XN Financial and others. MMR is also an integrated service provider on Google Health. Additional information regarding MMR's business and its products, including trial accounts, is available at [www.mymedicalrecords.com](http://www.mymedicalrecords.com) and [www.mmrinformationssystem.com](http://www.mmrinformationssystem.com). Information on MMR's Websites is not incorporated by reference into this press release.

For further information about Natural Products for Pets, visit [www.dancingpaws.com](http://www.dancingpaws.com).

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