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Robert H. "Bob" Lorsch, Los Angeles-Based Businessman, Entrepreneur and Philanthropist, Honored by the United States Small Business Administration with its "American Spirit Award" During "National Small Business Week"

Washington, DC (April 18, 2006)--- Robert H. "Bob" Lorsch, a nationally known business leader dedicated to emergency preparedness, was awarded the U. S. Small Business Administration's (SBA) "American Spirit Award," at ceremonies last Thursday in Washington, DC, attended by corporate executives, small business honorees and President George W. Bush.

The President's Small Business Week keynote message included a specific commitment to have all Americans secure electronic medical records as part of his plans for more efficient and effective national healthcare.

Lorsch, 56, co-founder of MyMedicalRecords.com, was honored for his personal and corporate contributions to disaster preparation and relief over several years from the Northridge earthquake to the recent Katrina catastrophe.

As CEO of MyMedicalRecords.com, a groundbreaking online medical and emergency record keeping resource, Lorsch has long been at the forefront of emergency readiness in his home state of California, raising millions in private sector sponsorships for government programs to educate children and their families on the subject.

His efforts previously won him numerous awards and proclamations from the State of California and City and County of Los Angeles as well as the prestigious "C" Flag Private Sector Initiative Award from then President Ronald Reagan.

"The more you give to the universe the more that comes back to you from the universe," says Lorsch, whose personal philanthropic activities include The Robert H. Lorsch Family Pavilion that serves as the gateway to The California Science Center adjacent to the Los Angeles Memorial Coliseum.

Since its launch just months ago, MyMedicalRecords.com is already poised to debut in Australia, Japan and China in addition to its broad based corporate and small business activity in the United States. The aftermath of Hurricane Katrina, a theme of this year's SBA gathering, spurred Lorsch to commit his time, talent and financial resources to put his new enterprise on the map as quickly as possible.

2-2-2-2/Robert H. Lorsch Honored with SBA's American Spirit Award

As part of the Small Business week agenda, Lorsch participated in a public-private sector planning summit with representatives of the White House, Homeland Security and key major corporations including IBM, Intel, MasterCard, FedEx, Lockheed Martin, American Airlines, Raytheon and Wal-Mart focusing on preparation for future natural disasters.

MyMedicalRecords.com (MMR), is signing subscribers up daily for a service that is designed to do two basic things that everyone can relate to, reduce medical costs and save lives. MMR's Board of Advisors includes such outstanding individuals as Dr. Michael Nobel of the famous Swedish family and Daniel S. Goldin, former Administrator of NASA.

In addition to his many business interests, Lorsch sits on a variety of non-profit boards, including the California Science Center, D.A.R.E. America, and the Sheriff's Youth Foundation, and is the Chairman of the famed Wildlife WayStation, one of the nation's largest animal sanctuaries located in Southern California's Angeles National Forest.

About MyMedicalRecords.com

MyMedicalRecords.com is a privately-held corporation based in Los Angeles that empowers consumers to take greater control of their personal health by providing them with a virtual safe-deposit box for storing, managing and sharing their medical records and other important documents in an organized and easy-to-use manner. For more information or to take a multimedia Flash tour of the Web site, visit www.mymedicalrecords.com or call 1-888-808-4667 Ext. 129.

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