



FOR IMMEDIATE RELEASE

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**MYMEDICALRECORDS.COM SAYS "TAKE THE CHALLENGE"
AS THE NATION'S HEALTH CARE LEADERS GATHER IN WASHINGTON D.C.
The Importance Of Electronic Health Records Tops Conference Agenda**

LOS ANGELES (November 9, 2005) – As the nation's health care leaders convene in Washington, D.C. today and tomorrow for the **2005 World Health Care Innovation and Technology Congress**, where one of the most significant topics of discussion will be the importance of electronic health records, **MyMedicalRecords.com** is inviting consumers to "take the MMR challenge" by offering a 90-day free trial that allows individuals and families to create a virtual safe-deposit box for storing and managing medical records and vital documents online today.

While government officials plan to spend billions of dollars and hope to develop a national system of digitizing medical records by 2014, **MyMedicalRecords.com** is nine years ahead of the game, offering a practical and easy-to-use Web site that allows people to maintain actual images of medical charts, prescriptions and other health records, as well as insurance policies, passports, drivers licenses and other vital documents, for only pennies a day.

"People need to take charge of their medical records and secure their vital documents in order to protect themselves from potential harm and inconvenience," said **Robert H. Lorsch**, Chairman and Chief Executive Officer of **MyMedicalRecords.com**. "Our goal is to simplify the process by offering everyone the opportunity to experience how simple it can be."

Lorsch, accompanied by **Dr. Michael Nobel**, member of the prestigious Nobel Prize family and Chairman of the Nobel Family Society's Board of Directors, will introduce keynote addresses at the **2005 World Health Care Innovation and Technology Congress** on "The Electronic Health Record and the Role of Governments" and "Innovations for Advancing and Supporting Health Care Improvement." Featured keynote speakers include **Newt Gingrich**, former Speaker of the House and founder of The Center for Health Transformation; **David Brailer**, National Health Information Technology Coordinator for the U.S. Department of Health and Human Services, **Reed Tuckson**, senior vice president of Consumer Health and Medical Care Advancement of UnitedHealth Group and others.

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2-2-2/MyMedicalRecords.com Says "Take the Challenge"

"While a committee, responding to the President's call for action, is working to develop a standardized means for Americans to have digital medical records, **MyMedicalRecords.com** offers a viable resource today," said Nobel, a longtime healthcare industry advocate who serves on the boards of several international companies in the fields of cancer diagnostics and treatment, medical information, environmental protection, satellite communications and financial services. "The harm caused by the recent hurricanes in the South recently demonstrated the need for online records management."

To participate in the 90-day trial offer, log onto www.mymedicalrecords.com and enter the promotion code **trymmr**. For more information, visit the Web site, or call 1-888-808-4667, Ext. 129.

About MyMedicalRecords.com

MyMedicalRecords.com is a privately held corporation based in Los Angeles that empowers consumers to take greater control over their health and well-being by providing a virtual safe-deposit box for storing, managing and sharing their medical records and other vital documents in a secure and easy-to-use online database. 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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