



MyRapidMD Appoints insider to Executive Advisory Board

Marina Del Rey, CA October 16th 2008 MyRapidMD www.myrapidmd.com is pleased to announce the appointment of Mr. John Fanaris to the Company's Executive Advisory Board (EAB). The EAB reports directly to the chairman of the Board of directors, and is tasked with the role of reviewing, advising and assisting in building the company's business.

In his daily role John serves as the company's Executive VP for Finance & Administration. Prior to working with MyRapidMD Mr. Fanaris was in commercial real estate financing and property management. Formerly, he was president and CEO for one of Hollywood's major sound studios, SoundStorm, where he was responsible for the oversight and direction of all operations and studio negotiations. He was the principal architect and strategist behind the company's growth, increasing revenues from \$1 million to over \$12 million during his tenure. He was also responsible for the structured management buyout of Gordon Ecker Productions and their subsequent acquisition by SoundStorm.

"John's appointment to the EAB delivers an insider's perspective to the evaluation process, something which I believe is essential for the EAB to gain a balanced perspective when reviewing, evaluating and recommending strategies for the company's growth" said Mark White chairman of the board of directors.

John joins Mr. Brian Lehmann on the EAB; Mr. Lehmann acts as an outside advisor to the Executive Advisory Board.

About MyRapidMD

*Closely held MyRapidMD is a mobile software developer of Meaningful Personal Mobile Content. The company's first offering, the proprietary [Emergency Service Profile](#) (ESP) application, a [medical alert](#) service, was designed and developed in concert with fire fighters, paramedics, emergency room nurses and other first responders. ESP on a cell or smart phone provides a concise **Emergency Service Profile** based on an internationally recognized victim assessment protocol used by first responders, and includes a photo of the cell phone owner to confirm identity in a medical emergency or accident. ESP on a cell phone provides individuals with a complete emergency medical information solution. ESP also includes a 24/7 backup call center making ESP the most comprehensive personal emergency [medical alert](#) solution in the industry. ESP is easily retrieved and displayed by first responders on the victim's cell phone at the medical emergency or accident scene.*

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