



MyRapidMD Appoints Mr. Brian Lehmann to Executive Advisory Board

Marina Del Rey, CA September 16th 2008 MyRapidMD is pleased to announce the appointment of Mr. Brian Lehmann to the Company's Executive Advisory Board (EAB) as an independent board member. 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.

"We're thrilled to have the experience and expertise of Mr. Lehmann working with us in opening up opportunities and increasing our presence in the personal safety mobile applications market space. I look forward to working with Brian as we execute our business plan and grow our company into becoming the leader in the development and deployment of personal emergency safety & alert applications for cell phones; said Mr. Mark White President & founder of MyRapidMD.

Since 2005 Mr. Lehmann has been CEO of Prestige Employee Administrators, Inc. a leading provider of outsourced human resources for over 250 companies in 32 states. In his role with Prestige Mr. Lehmann was responsible for increasing Prestige's gross revenue over 500% over 4 years, from \$30 million to over \$189 million while generating double & triple digit growth year over year. In 2008 Prestige was ranked No. 652 in the Inc. 5000 fastest growing private companies as well as being ranked in the top 100 for Human Resource companies and top 100 for gross dollar growth.

Prior to Prestige he was a pioneer and leader in the field of mobility solutions development, in particular the product management, sales and marketing of public safety applications. As the Senior Director, Government Solutions Group for Symbol Technologies, Inc. he was responsible for all aspects of growing the company's mobility solutions business from branding, sales, marketing and increasing the channel partner base to lobbying on Capitol Hill about safety and privacy concerns regarding RFID technology.

Additionally he spent 6 years as co-leader from startup to sale, of Software Corporation of America, Inc where he held the titles of "VP, Marketing & Product Management Government Public Sector – Public Safety," and "Director Wireless Products – Public Safety." During this time he took sales from \$0 to over \$17 million while also creating the company's first strategic reseller program resulting in relationships with Motorola, Lucent, GTE, HTE and other industry leaders.

Software Corp of America was acquired by Motorola in 1999 and Mr. Lehmann became "Corporate Director, Product Marketing Integrated Solutions Div (ISD) – Wireless Software Products" for Motorola's Commercial, Government and Industrial Solutions Sector (CGISS). While at Motorola Mr. Lehmann created and executed the vision and plan for all software products in the Integrated Solutions Division (ISD) specializing in wireless mobile data solutions and the public safety market.

"I'm extremely excited to be working with MyRapidMD, especially since their early focus is on public safety & personal safety applications; an area I spent a good part of my career working in and developing markets for. The mobile phone provides many opportunities for creative solutions" said Mr. Lehmann.

“I believe MyRapidMD’s Emergency Service Profile (ESP) application and the entire support services behind it could be very helpful for children with cell phones for that “In Case of Emergency” moment we all hope not to ever experience. It’s a very practical application” said Mr. Lehmann.

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 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 is easily retrieved and displayed by first responders on the victim’s cell phone at the medical emergency or accident scene.*

About ESP

ESP was designed in concert with Firefighters, Paramedics, Emergency Room Nurses and other first responders using an internationally recognized victim assessment protocol. MyRapidMD has formatted this protocol into a mobile software application that makes the cell phone an efficient and effective emergency information tool at the scene of an emergency or in transit to the ER. This is especially beneficial if the victim is unconscious, incoherent, incapacitated, has trouble with the English language or in multiple victim scenarios. MyRapidMD’s ESP has multiple backup systems in place, including a 24/7 automated call center, to deliver your emergency information should your phone be lost or broken during an accident or emergency

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