

FOR IMMEDIATE RELEASE

April 12, 2011



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MedEncentive Receives Important Patent *Company achieves significant corporate milestone*

OKLAHOMA CITY, OK – Today, the U.S. Patent and Trademark Office issued U.S. Patent No. 7,925,519 to MedEncentive, LLC. This patent covers the principal incentive method that distinguishes MedEncentive’s products and services.

“As a company, we believe in the development and protection of intellectual property,” says MedEncentive CEO and founder Jeff Greene. “We are confident that the innovation covered by this patent will have a profound effect on improving health and healthcare in an encouraging manner – a manner that could make healthcare more affordable and accessible to everyone.”

Greene adds, “Developing this patent took a great deal of time and effort. We thank Larry Grable, our patent attorney. Without his expertise, patience and insight into our unique invention, the issuance of this patent would not have been possible.”

Founded in 2005, MedEncentive offers web-based incentive services designed to control healthcare costs. The MedEncentive program accomplishes cost containment by financially rewarding both doctors and patients for declaring or demonstrating adherence to best clinic practices and healthy behaviors, provided the parties agree to allow one another to confirm or acknowledge their adherence.

MedEncentive has been testing its unique incentive system in several real-world trials in the states of Oklahoma, Kansas and Washington. These trials have extended over a number of years. Recently, the University of Kansas School of Medicine and The Loomis Company published findings from these trials that confirm the cost containment effectiveness of the MedEncentive program.

“The fact that the issuance of our patent coincides with the validation of our program by independent experts are important milestones that should help the company move quickly from proof of concept to commercialization,” says Cliff Winburn, MedEncentive CFO and co-founder.

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About MedEncentive, LLC

Located in Oklahoma City, MedEncentive, LLC offers a unique web-based incentive system designed to control healthcare costs by encouraging healthy behaviors and best clinical practices. What sets the MedEncentive Program apart is how it uses financial incentives to invoke more powerful psychosocial motivators inherent to the doctor-patient relationship. In effect, doctors and patients earn financial rewards for accessing MedEncentive’s proprietary web applications to declare or demonstrate adherence to performance standards, plus agree to allow the other party to confirm or acknowledge their adherence. This system of interactive checks and balances, referred to as “doctor-patient mutual accountability™,” aligns and triangulates the interests of the healthcare provider, consumer and payer to create a win-win-win. For more information visit: www.medencentive.com.