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FOR IMMEDIATE RELEASE:

Benchmark Revenue Management selected as semi-finalist for national Innovation in Healthcare award.

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Orange, CA, January 25, 2008... Benchmark was among forty-five healthcare-related companies have been selected as Semi-Finalists for the 2008 ABBY Awards, to be presented at the 10th Annual *Innovations in HealthcareSM* Awards Event, on April 23, 2008, hosted by the Adaptive Business Leaders (ABL) Organization.

These awards honor innovative companies from throughout the country, who have *proven* ways to lower the cost of providing quality healthcare through their medical or information technology, or innovative approaches to the delivery of healthcare.

The criteria for the 10th Annual ABBY Awards competition is particularly demanding: each of the Semi-Finalists in the categories of medical/biotech/diagnostic technology, healthcare information or telecom technology, and approach to the *delivery* of healthcare must have demonstrated that they are:

- innovative
- approved for use in the U.S. marketplace
- have *clinical and financial* metrics that *prove* their technology or approach reduces the cost of providing quality healthcare

"This year's national ABBY competition drew entries from ten states and the District of Columbia, resulting in the selection of 45 Semi-Finalists," noted ABL's President Mimi Grant. "This truly is a significant accomplishment for these companies, since each of them survived this first hurdle - when literally thousands of healthcare and life science companies would not even qualify to be nominated for an ABBY, and over 40 additional nominees were disqualified for not responding with proof of meeting *all three* of the criteria.

Benchmark was nominated in the Innovations in Healthcare Technology and Telecommunications Technology category. "We're very pleased that our company is being recognized in this way," said Tyson McDowell, CEO of Benchmark. "Our solutions are making a big difference with our customers, and that's our first priority, but it's nice to realize that others are beginning to understand just how revolutionary our approach is to the problems of the revenue cycle."

About Benchmark Revenue Management

- Benchmark Revenue Management is a fast-growing firm in the healthcare administration technology field. Benchmark delivers revolutionary revenue analysis, management, and monitoring tools which are inherently integrated for maximum effectiveness and efficiency. Benchmark has important partnerships with Navigant Consulting and their customers include several hospitals such as St Joseph's in New Jersey and in Atlanta. More information about Benchmark can be found at www.benchmarkrevenue.com.

