



www.benchmarkrevenue.com
Tel (619) 819-8844 | Fax (619) 819-8840
1660 Hotel Circle N, Suite 620 | San Diego, CA 92108

For IMMEDIATE RELEASE

Benchmark Revenue Management featured in New York Times Entrepreneurial Edge column

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New York, NY, September 18, 2008... Benchmark Revenue Management was one of several companies that appeared in a New York Times article entitled, "Helping New Technologies Grow Into Businesses, the San Diego Way." The piece, written by James Flanagan in the Entrepreneurial Edge column, covers the success of the Connect program in San Diego, a nonprofit that was created 23 years ago to help small businesses find knowledge and investment capital resources. Benchmark was featured as one of Connect's success stories, being a small firm which graduated from the Connect program and parlayed its newfound knowledge and contacts into securing \$1.7MM in funding.

The following is a reprint of the section of the article in which Benchmark is featured:

For Benchmark Revenue Management, a company with a software program for hospital management, Connect played a different role. Tyson S. McDowell, 26, the chief executive, founded the company six years ago. A software writer, Mr. McDowell founded one company in high school and sold it. With Benchmark, he and associates devised a software system that helps hospitals train employees and organize patient information in such a way that it is easier to qualify for cost reimbursement from insurance companies.

But when Benchmark needed money to expand, Mr. McDowell said, he came away from venture investors empty-handed. He realized after working with Connect, he said, that he was the problem. "I used to think the guy on the other side of the table was an idiot," Mr. McDowell said. "But Connect helped me to articulate the pitch about my company so that the people really do believe me."

He secured \$1.7 million from investors, and now Benchmark has 13 employees, \$2 million in revenue and more hospitals signing on as customers. Connect, Mr. McDowell said, not only helped him learn patience and humility, but "its lessons have served us incredibly well with management boards, employees and investors."

Tyson McDowell, CEO of Benchmark, commented on the article shortly after its release: "It's always a great boost when we are featured in a publication of note, but I'm particularly pleased that Benchmark is discussed in this piece. The people of Connect have done so much for us, so to be portrayed as one of their success stories in such a high-profile article is a real honor."

The entire article is available here:

<http://www.nytimes.com/2008/09/18/business/smallbusiness/18edge.html?ei=5070&emc=eta1>

About Benchmark Revenue Management

- Benchmark Revenue Management is a fast-growing firm in the revenue management area of healthcare administration. Benchmark delivers revolutionary revenue analysis, management, and monitoring tools which are inherently integrated for maximum effectiveness and efficiency. These tools are available directly to hospitals and health systems to employ with their own staffs, or Benchmark can supply managers and other staff to assist in the efficient and effective use of the tools to optimize hospital revenue. Benchmark has important partnerships with Navigant Consulting and TransUnion. 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.