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Press Release

FOR IMMEDIATE RELEASE

BLUEMARK APPOINTS CEO

New Paltz, NY.

Bluemark, LLC is pleased to announce that Bryan Exner, has assumed the role of Chief Executive Officer as of August 1, 2010. Mr. Exner is a member of the ownership group that includes two additional principals, Ken Sacks and David Becker.

Mr. Exner has been a driving force providing guidance and direction to ensure the growth and profitability of the company. He will continue in his role as Lead Software Engineer in addition to his role as CEO. Mr. Exner has been recognized as visionary with a focus on, and commitment to excellence in product development and customer service.

Bluemark, LLC is a healthcare technology firm providing dynamic solutions to assist health care providers, and organizations that provide support services to the healthcare industry implement business process solutions to maximize revenue and improve workflow efficiencies within the revenue cycle.