



PRESS RELEASE: For Immediate Release

Data Innovations Announces Executive Level Changes

SOUTH BURLINGTON, VT - October 14th, 2008: As Data Innovations continues to grow, we are constantly looking for better ways to service our customers and partners, drive positive results and deliver high quality solutions. To that end, we are pleased to announce that Lisa Bromley has been promoted to the position of Worldwide Director of Business Development. In this role, Lisa will expand her involvement with our business partners to identify and expand mutually beneficial business opportunities on a global level. Lisa has been with Data Innovations for over eleven years and her knowledge of our customers, company, and subsidiaries located in Asia, Europe, and Latin America will be invaluable in her new role.

We are equally pleased to introduce David Bean as Director of Operations for North America. David comes to us from GE Healthcare (formerly IDX Systems Corporation) where he served as VP, Operations and General Manager, Support Services. David has over eighteen years experience in healthcare IT. With extensive experience in project management, personnel management, and complex business operations, we look forward to the contributions David will make at Data Innovations. David will assume Lisa's previous responsibilities for day to day operations of Data Innovations North America, ensuring that we continue to meet and exceed the needs of our customers.

As the Clinical Laboratory market continues to evolve, these changes are a direct result of our on-going commitment to deliver ever improving products and services to our customers.