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MadApps Recipient of 2008 Frost & Sullivan North American Technology Innovation Award

PRNEWSWIRE - Scottsdale, AZ February 6, 2008 - MedApps announced today that it is the proud recipient of the 2008 Frost & Sullivan North American Technology Innovation Award in the field of Wireless Point of Care.

Frost & Sullivan's Technology Innovation Award is bestowed upon a company (or individual) that has carried out new research, which has resulted in innovation(s) that have or are expected to bring significant contributions to the industry in terms of adoption, change, and competitive posture. This award recognizes the quality and depth of a company's research and development program as well as the vision and risk-taking that enabled it to undertake such an endeavor.

"Frost & Sullivan does not accept nominations or submissions for their Awards," said Jeff Frigstad, Global Director of Frost & Sullivan's Best Practices Awards division. "The selection of this Award comes through in-depth interviews and primary market analysis conducted by our industry analyst team."

MedApps has been recognized for its unique technologies (Body Area Network and BluePAL™) forming the backbone of its Telemedicine 2.0 concept. Telemedicine 2.0 as compared to the wired technology of Telemedicine 1.0 is a wireless technology, which is designed to help those patients who suffer from one or more chronic diseases such as diabetes, congestive heart failure (CHF), chronic obstructive pulmonary disease (COPD), asthma or other diseases. This new technology can help healthcare professionals monitor and react to changes in a patient's medical condition as they occur. The company's dedication toward developing this novel real-time telemedicine technology platform employing individual techniques such as Body Area Network and BluePAL™ has attracted considerable industry interest as the nature of commercial remote glucose monitoring still remains adynamic.

"As a team, we are very proud of receiving this award", said Kent Dicks, President / CEO of MedApps. "To be recognized by Frost & Sullivan, a leading authority in industry / market trends, is extremely satisfying knowing that we are on the right track, with the right vision, at the right point in time".

About Frost & Sullivan

Frost & Sullivan, the Global Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth-focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.awards.frost.com>.

About MedApps

MedApps, headquartered in Scottsdale, Arizona, is a new and emerging leader in Mobile Wireless Health Monitoring – designed to connect people with their healthcare providers, in a timely and cost effective manner. MedApps was named to the Fierce Health IT Top 10 Healthcare IT Innovators for 2007 (www.fiercehealthit.com/innovators/2007/medapps) and was nominated for the Governors Celebration of Innovation – Startup for 2007 (www.celebration-of-innovation.com/news.aspx).

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