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MedApps Announced Winner of Nokia “Mobile Rules” Business Plan Competition

PRNEWswire - Scottsdale, AZ – March 20, 2008 – MedApps announced today, that it is the winner of the 2008 Nokia “Mobile Rules!” Business Plan competition, with the award ceremony held last evening in Silicon Valley at the San Jose City Hall Rotunda. The competition is considered an esteemed award for innovative mobile business plans, cutting-edge technologies, applications and services from developers and entrepreneurs from around the world (www.mobilerules.org). MedApps was selected as one of the 10 finalists that presented to a distinguished panel of judges made up of individuals from national and international venture capital firms and serial entrepreneurs.

“This is a great honor and a validation of our business model by some of the most prominent venture firms and entrepreneurs in the world”, said Kent Dicks, President and CEO of MedApps. “The competition was very tough, and we’re proud to be among this elite group of finalists, who have extremely innovative and relevant technology. The relationships that we’ve made throughout the competition will not only help to successfully extend the MedApps brand, but they will insure an “A” list association with the best and the brightest in the wireless and healthcare industries.”

In addition to the prizes and recognition for receiving this award, MedApps will have an opportunity to negotiate a contract for their products directly with Nokia. “The opportunity that was afforded us to validate our business model amongst this group of judges who are controlling billions of investment dollars and many successes under their belts, is a once in a life time experience, and one of the biggest prizes from the competition.” said Kent Dicks.

MedApps continues to build its brand and wireless healthcare eco-system around large players in and around the healthcare space in order to bring a low cost, ubiquitous, open architecture solution to the marketplace using wireless, cellular technology, and low cost off the shelf medical devices. MedApps primary driving goal is to link patients with their healthcare provider or Personal Health Record (PHR) (ie., Microsoft HealthVault or Google Health). These vast repositories of Personal and Electronic Health Records are in need of patients’ data in a timely, accurate and non-invasive method of collection. MedApps is poised to step in and fill this very specific and needed niche.

About Mobile Rules

Further information about ‘Mobile Rules!’ can be found online at: www.mobilerules.org. For more information on Mobile Rules! Best Technology Innovation competition, visit: www.mobilerules.org/technology

About Forum Nokia

Nokia’s global developer program, Forum Nokia connects developers to tools, technical information, support, and distribution channels they can use to build and market applications around the globe. From offices in the U.S., Europe, Japan, China, and Singapore, Forum Nokia provides technical and business development support to developers and operators to assist them in achieving their goal of successfully launching applications

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and services to consumers and enterprises. More information is available at www.forum.nokia.com.

About Nokia

Nokia is the world leader in mobility, driving the transformation and growth of the converging Internet and communications industries. Nokia makes a wide range of mobile devices and provides people with experiences in music, navigation, video, television, imaging, games and business mobility through these devices. Nokia also provides equipment, solutions and services for communications networks.

About MedApps

MedApps is dedicated to providing innovative solutions for the collection, transmission and management of remote monitored patient data. MedApps is an acknowledged innovator in the field of telehealth and has been recognized with numerous awards and citations. MedApps is a member of *Continua*, a group of 220 companies worldwide setting Medical Device Interoperability Standards (11073).

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