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FOR IMMEDIATE RELEASE

ATLAS TO PARTICIPATE AT 29th ANNUAL G2 LAB INSTITUTE

Calabasas, CA, October 13, 2011, Atlas Medical today announced plans to exhibit at the 29th annual G2 Intelligence Lab Institute 2011 to be held in Arlington, Virginia from Oct 19 - 21, 2011 at the Crystal Gateway Marriott. As a Gold Sponsor of the conference, the Company will present iOn™, a new approach to EMR integration that provides the connectivity and control a successful lab needs to overcome today's healthcare interoperability challenges. In addition to iOn, the Company will also provide a hands-on demonstration of its mobile computerized physician order entry (CPOE) solution – ATLAS Mobile™.

Many of the conference participants know firsthand that interface project timelines can be lengthy and unpredictable when using a legacy integration model. Moreover, the interfaces are often costly and resource intensive for labs to implement and maintain—ultimately impacting lab revenue and physician customer satisfaction.

More than an IT solution, iOn is a service driven by innovative technology. "iOn facilitates close partnerships between ATLAS and EMR vendors willing to support a standard integration approach that allows interface connections to be developed once and replicated in as little as 48 hours," states Robert Gregory, Chief Business Officer for the Company. He continues, "The iOn vendor partnerships have afforded ATLAS with opportunities to integrate or embed its order entry solutions in an increasing number of EMR systems. These relationships now provide labs with multiple options for providing 'meaningful use' offerings to their physician customers."

In addition to iOn, the Company will exhibit ATLAS Mobile. ATLAS Mobile provides CPOE functionality on the iPad® which enables physicians to create electronic orders, indicate special instructions and perform medical necessity verification during the patient's office visit. The Company will also demonstrate ATLAS Mobile for use on the smartphone, enabling physicians to access patient results anytime, anywhere from their handheld device. ATLAS Mobile provides laboratories and physicians a competitive edge and enables delivery of a higher level of service.

More information regarding the conference may be gathered by visiting www.labinstitute.com.

About Atlas Medical

Atlas Medical delivers cost-effective outreach and clinical solutions for the healthcare enterprise that include integrated CPOE for Laboratory, Radiology, ePrescribing and other disciplines, along with features to support EHR adoption. Our advanced technology enables healthcare organizations to efficiently manage their operations and reduce costs. ATLAS customers include hospital outreach programs, healthcare centers of excellence and commercial laboratories. Atlas Medical is a division of Atlas Development Corporation. For more information, visit us at www.AtlasMedical.com.

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