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**Affinity e-Health Selects SPINNphr for
Integrated Personal Health Record Solution**

SARATOGA SPRINGS, NY and ANN ARBOR, MI, (Sept. 28, 2010) – Affinity e-Health, a provider of technology and health related solutions to the health care industry, has selected White Pine Systems, LLC (White Pine), a leading provider of personal health record applications, to offer personal health records connected to Microsoft HealthVault as a part of its Affinity e-Health initiative. Through the arrangement, Affinity e-Health will offer a brand-able, configurable personal health record to providers, health plans, insurance carriers, and employer groups. White Pine’s personal health record solution is called SPINNphr™ (Secure Personal Information & Notification Network).

Affinity e-Health provides comprehensive technology implementation and training to its clients. Technology design and set up for physician offices, EMR implementations, and PHR-enabled solutions from SPINNphr help individuals, physicians, insurance companies and employers’ take charge of their personal health and ever increasing costs for healthcare and insurance premiums.

“We’ve been looking at the emerging market for personal health records for quite some time,” said Peg Hylant, Chairman, President and founder of Affinity e-Health. “With its focus on care units and the management of chronic medical conditions, SPINNphr is the right personal health record solution for our customers. Our technology assessment and technology driven programs can help lower costs at all levels of the Healthcare paradigm. Now, with the addition of SPINNphr, we are able offer a new level of consumer empowerment and corporate control to our customers.”

SPINNphr allows people to organize their data around their specific health interests called “care units.” As such, they can quickly and easily view and manage the information most important to them.

“We are thrilled to have been selected by Affinity e-Health to be a part of their technology solutions,” said Doug Dormer, White Pine’s founder and CEO. “Through SPINNphr, people can personalize their personal health record around their own specific interests whether it is fitness, the management of heart disease, diabetes or even pregnancy. Combining this innovative approach with Affinity e-Health’s technology expertise, implementation skills and healthcare related offerings makes a very powerful solution to improve health.”

SPINNphr stores personal health information in Microsoft HealthVault, a personal health application platform that allows consumers to collect and share their own health information online. As a part of the HealthVault community, Affinity e-Health's clients will be able to exchange information with a growing number of health care providers and solutions that are connected to HealthVault.

"Through this collaboration, Affinity e-Health customers will be able to provide their users with a way to become active partners in their ongoing health management - accessing their information through HealthVault, a Web-based data storage platform that connects to personal health records and other health and wellness applications," said Jonathan Smolowe, Vice President, Sales & Marketing for White Pine Systems. "With the ability to view their personal information and share it with trusted healthcare providers, people will be empowered to make more informed decisions about their health and the health of their families."

About White Pine Systems, LLC

White Pine Systems, LLC is a privately held company based in Ann Arbor, Michigan. Its flagship product, *SPINNphr*, the *Secure Personal Information and Notification Network*, is a low cost, fully configurable, private-labeled, PHR solution that improves letter among patients, healthcare providers and the patient's extended network of official and unofficial care givers. Built to connect with the Microsoft® HealthVault™ personal health information platform, SPINNphr bridges the gap between EMR systems used by providers and emerging PHR platforms to achieve the promise of patient and family-centered chronic disease management. SPINNphr connects family, guardians and healthcare providers through their own secure personal health network to deliver the right information any time, any place.

About Affinity e-Health

Affinity e-Health is a New York-based Woman Owned Business focused on providing industry leading technology and cost containment solutions to its clients. For more information about Affinity e-Health programs, visit www.AffinityEnterprises.net or call 585-259-1175.

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