



FOR IMMEDIATE RELEASE

***Don Blumenthal joins White Pine Systems as
Chief Compliance Officer***

ANN ARBOR, MICH. - (February 17, 2010) – White Pine Systems, LLC, announced today that Don Blumenthal has joined the company as its Chief Compliance Officer. Among his responsibilities, Don will spearhead all HIPAA and other information and security and compliance issues for White Pine Systems' personal health record solution ***SPINNphr, the Secure Personal Information & Notification Network.***

"Don has a long and deep understanding of information security, audit and technology malfeasance in the healthcare industry," states Doug Dormer, president and co-founder of White Pine Systems. "He has a wealth of knowledge and experience concerning information security and privacy issues, as well as regulatory processes. This is so critical and pivotal to the ever-changing Personal Health Application space. I am thrilled he has joined our team."

With over 20 years experience in technology, law, and policy, Don has worked on information security and privacy matters in both the public and private sectors. He has a consulting firm, DMB Associates, LLC, in Ann Arbor, and also is affiliated with Global Cyber Risk, LLC, of Washington, DC.

Don is an adjunct professor at the University of Michigan School of Information and Michigan State University School of Criminal Justice, focusing on information security and privacy and cybercrime issues. He also serves on the Board of Advisors and as Legal Affairs SME for the Center for Cyber Security and Intelligence Studies at the University of Detroit Mercy. Before moving to Michigan, Mr. Blumenthal served as the Internet Lab Coordinator for the Federal Trade Commission's Bureau of Consumer Protection. The Lab was the FTC's center for the anonymous investigation of Internet matters under the Commission's jurisdiction. In that role, he provided technical and legal expertise to investigations that involved the Internet and other technology-related concerns, including security and privacy.

Don testified regarding Internet investigations on behalf of the FTC, other federal agencies, and the Australian Competition and Consumer Commission, and served on US government task forces on cybersecurity and Internet governance. He has spoken on the topics of information security and privacy, electronic discovery, and electronic evidence capture to domestic and international law enforcement agencies, consumer protection groups, and other organizations. Don also was a major contributor to American Bar

Association publications *Roadmap to an Enterprise Security Program*, *International Guide to Privacy*, *International Guide to Cyber Security*, and *International Guide to Cyber Crime*, as well as to the *ITU Toolkit for Cybercrime Legislation* and the Cloud Security Alliance's *Security Guidance for Critical Areas of Focus in Cloud Computing*.

Don was the recipient of numerous awards at the FTC, including the Award for Distinguished Service in 2006. He holds a certificate in Systems and Project Management from The American University, a J.D. from the University of Pennsylvania, and a B.A. from Oberlin College. In his alternate universe, Mr. Blumenthal works part time as a scout for the Oakland Raiders.

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 communication 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.

Media Contact:

White Pine Systems, LLC

Jonathan Smolowe

215-794-5893

jsmolowe@SPINNphr.com

###