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***Longtime Pharmaceutical Marketing & Sales Executive, Shannon Biehl, joins White Pine Systems as Director of Northeast Operations***

**ANN ARBOR, MICH. - (Sept. 23, 2010)** – White Pine Systems, LLC, announced today that Shannon Biehl, from Southern New Hampshire, has become the company's Director of Northeast Operations. Shannon will manage all sales efforts across the New England states for ***SPINNphr, the Secure Personal Information & Notification Network***, White Pine's flagship personal health record solution.

"I was impressed with Shannon's background and resume," said Doug Dormer, White Pine's president and founder. "But when I met her, I knew she was a perfect fit for our company. Her knowledge, curiosity and laser-like focus on customer value and trust are exactly what we're all about."

Shannon comes to White Pines from Novartis Pharmaceuticals where she spent over eleven years, and most recently was the lead marketing agent for the New England Region. In this role, Shannon focused on strategic product and customer marketing, managed a variety of media programs and developed new channels of business in the patient care arena.

In her past, Shannon worked for a brief time in the television industry as an Assistant Producer for FOX TV, and prior to Novartis, she was Director of Special Program Sales at the National Managed Health Care Congress. Shannon is a two time graduate of the University of New Hampshire and received both a Master's in Business Administration and a Bachelor's of Arts in Communications from the university located in Durham, NH.

Shannon is originally from Niagara Falls, New York and currently resides in Southern New Hampshire with her family and her golden retriever named Crusher. She is an avid golfer and an active Board member of Cochecho Country Club located in Dover. Shannon is also a "round the world" international traveling enthusiast and is proficient in Spanish.

"I'm thrilled to join White Pine Systems," commented Shannon. "Healthcare is the most dynamic industry in America today. And White Pine is unequivocally the most dynamic PHR vendor in that market. The combination is electrifying! I look forward to the challenges in front of me!"

White Pine is delighted to welcome Shannon to the team.

## **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*, connects family, guardians and healthcare providers through their own secure personal health network to deliver the right information any time, any place.

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