



Your personal health network

FOR IMMEDIATE RELEASE

***Jonathan Smolowe joins White Pine Systems
as Vice President, Sales & Marketing***

ANN ARBOR, MICH. - (March 16, 2009) – White Pine Systems, LLC, announced today that outstanding sales and marketing professional Jonathan Smolowe has become the company's Vice President of Sales & Marketing. Jonathan will lead the sales and marketing effort for White Pine Systems' personal health record solution ***SPINNphr, the Secure Personal Information & Notification Network.***



"We are honored to have Jonathan join the ***SPINNphr*** management team," says Doug Dormer, president and founder of White Pine Systems. Jonathan has been a colleague and friend for almost 20 years. Having worked closely with Jonathan for so long, I know he will deliver exceptional results for us and for our clients. Jonathan truly understands how to create customer value and earn trust."

Following a 12-year career at IBM in a variety of sales and management positions, Jonathan joined Bottomline Technologies in 1990 as one of its original sales executives. In his 19 years at Bottomline, Jonathan delivered an unparalleled record of accomplishment in field sales, sales management and general management. His success enabled the Company to achieve recognition and industry dominance in numerous domestic and international markets. With his leadership, the company grew from no revenue to a public company with over \$130 million in annual sales.

"I've worked in just about every industry on the planet in my 30+ years with IBM and Bottomline. But I've always felt pulled toward the healthcare space. It's the one industry where I feel that what I do makes a difference. When I saw what Doug and the team were building, I knew that I had to be a part of it - I knew that this would make a difference."

A graduate of Princeton University with a degree in Economics, White Pine Systems is thrilled to welcome Jonathan Smolowe to the team.

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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**, allows healthcare providers to offer their patients a configurable and branded online personal health record without the cost or complexity of customized systems. Designed to connect with Microsoft® HealthVault™ SPINNphr helps patients, their families and healthcare providers improve communication to better manage chronic medical conditions. SPINNphr securely delivers the right health information to the right people at the right time to lower cost, improve healthcare and provide peace of mind.

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