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HEALTH HERO NETWORK APPOINTS NEW CEO AND NEW CHAIRMAN

New executive management structure allows company to accelerate its growth and extend its position as leading innovator in the remote health services field

Redwood City, Calif. – March 8, 2007 – Health Hero Network, a leading innovator of technology solutions for chronic care management, today announced the appointment of Derek Newell to the position of President and Chief Executive Officer. Mr. Newell has also been appointed to the Health Hero Network Board of Directors. He succeeds founder Steve Brown, who has been elevated to the role of Chairman of the Board of Directors. Mr. Brown will also continue to lead the company's innovation program as Chief Innovation Officer.

Mr. Newell brings more than 15 years of health care and technology experience to Health Hero Network. He has broad-based experience in technology, sales, marketing, and finance. "Derek is a leader with a proven record of helping mid-stage companies build leading positions in emerging markets," Mr. Brown said. "We chose Derek to accelerate Health Hero Network's growth because of his extensive knowledge of the health care industry, his understanding of the critical role technology will play in transforming health care, his strategic planning skills, his reputation in the disease-management industry, and his passion for changing health care delivery in this country."

Prior to joining Health Hero, Newell was Chief Marketing Officer and Senior Vice President of Client Relationships of LifeMasters Supported SelfCare, Inc., a leading disease-management company, where he was responsible for all sales, marketing and client relationships. Over his five-year tenure at LifeMasters, Newell was a key member of the team that led the company's growth and success, growing the company dramatically and establishing LifeMasters as one of the top 5 disease management companies in terms of size and reputation.

"Steve Brown and the team at Health Hero Network have created an industry leading intellectual property portfolio and a technology platform that has the potential to radically change the delivery of care in this

country,” said Mr. Newell. I am honored and excited to be given the opportunity to lead Health Hero Network to its next level of success and to work with Steve as we continue to drive innovation in the rapidly emerging remote health services market.”

About Health Hero Network

Based in Redwood City, Health Hero Network develops and markets the Health Buddy® System for health improvement. The Health Buddy System serves as the interface between patients at home and care providers, facilitating education and monitoring of patients with chronic conditions. The System includes monitoring technologies, clinical information databases, Internet-enabled decision support tools, health management programs and content development tools. Through increased communication, behavior modification, and prevention, the Health Buddy System improves the quality of patient care. Health Hero Network's innovations are protected by 54 issued US patents and several foreign counterparts.

<http://www.healthhero.com>