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MyVitalData Selected as a Featured Partner in Microsoft HealthVault Consumer Advertising Campaign *MyVitalData Highlighted for Emergency Preparedness*

(Newport Beach, Calif.), December 8, 2008 – Vital Data Technology, an innovator of emergency medical information systems, announced that the company is one of six featured Microsoft HealthVault application partners selected by Microsoft for its consumer advertising campaign intended to increase awareness of HealthVault and HealthVault-enabled health and fitness solutions.

The campaign will consist of two phases. The first phase will focus on general HealthVault awareness and the second phase on three key health scenarios. The campaign's "Prepare for an Emergency" scenario will highlight MyVitalData's emergency preparedness service as part of HealthVault's health offering solution.

The national online campaign is scheduled to run from November 2008 through early February 2009 in the form of banner ads on high-profile news, shopping and healthcare websites including *New York Times*, Discovery Health and MSN Lifestyle. Microsoft will also promote HealthVault and MyVitalData on Windows Live Hotmail and Windows Webcam.

"We value the opportunity to partner with a technology innovator such as Microsoft to deliver HealthVault users a tool capable of changing the face of emergency preparedness and response," said Matthew D'Ambrosia, chief executive officer of Vital Data Technology. "It is imperative that we continue to build an infrastructure that will ensure the availability of accurate patient health information at the point of emergency care."

MyVitalData is the first service to securely make personal vital health information accessible at the point of care within a network of hospital emergency departments across the country. Patient information, including past or present serious illnesses, chronic conditions and medications, is critical for emergency care personnel to have access to in order to implement informed diagnosis and treatment decisions. MyVitalData offers an unparalleled level of security, enforcing a strict authentication and authorization process before forwarding patient information to a healthcare professional. As an additional layer of safety and security, an immediate email or



cell phone text message is sent to notify MyVitalData members of the time and detail of where their information has been sent.

About Vital Data Technology

Headquartered in Newport Beach, Calif., Vital Data Technology, LLC., is an innovator of emergency medical information systems that transform the way individuals share their personal health information. Vital Data's flagship product, MyVitalData™ is a unique and proprietary service that securely connects essential member information to appropriate emergency care providers – at the time of an emergency. Through MyVitalData's Emergency Communication Gateway™ only authorized and authenticated healthcare and emergency professionals can access member-specific information, ensuring confidentiality while enhancing triage, treatment, follow-up care and/or rescue decisions. The company's solutions save lives, improve outcomes and lower costs by providing accurate member-specific information to the right people at the right time at the right place during an emergency. Vital Data Technology supports the Microsoft HealthVault consumer health platform. For more information, visit www.VitalDataTech.com or www.MyVitalData.com.

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