



FOR IMMEDIATE RELEASE

White Pine Systems, LLC secures \$450,000 seed round financing

ANN ARBOR, MICH. - (August 6, 2009) – White Pine Systems, LLC, an emerging provider of online personal health records (PHR) solutions, announced today that it has secured \$450,000 in financing from angel investors including \$225,000 from the Michigan Pre-Seed Capital Fund, administered by Ann Arbor SPARK..

White Pine's online PHR system, the *Secure Personal Information and Notification Network*, called **SPINNphr™**, allows people to create and manage their own online personal health information networks, to improve health-related communication and provide critical information at the time and place of need. For healthcare providers, SPINNphr allows hospitals, physicians and clinics to offer their patients their own privately labeled, configurable personal health record system. SPINNphr is built to connect with **Microsoft® HealthVault™**.

"We are honored by this show of support from our investors," said Doug Dormer, White Pine's founder and president. "We started this company in early 2006 knowing that we were at the beginning of a huge shift towards consumer-directed healthcare but that it would be a long road. Now, with the emergence of Personal Health Record platforms like Microsoft HealthVault and the Obama administration's focus on health information technology, the timing is perfect. This investment allows us to take advantage of this rare opportunity."

SPINNphr keeps families connected to each other and to their healthcare providers with leading-edge Web-based access to their personal health information. More than just a secure online service to store and view personal health information, SPINNphr is a secure communication system that simplifies how people communicate with their healthcare providers and with each other. Focused on families living with chronic medical conditions such as diabetes, congestive heart failure or cancer, the objective is to improve health while lowering the cost of care.

"Our goal is simple," says Dormer. "We want to reduce avoidable hospitalizations. We know from personal experience how hard it is to help family members understand and follow treatment and medication programs, and how costly, for both the family and the healthcare system, when things get out of hand. SPINNphr is designed to improve communication so families can help each other understand and follow treatment programs while helping care givers identify problems at the earliest opportunity—before it requires stay in the hospital, to bring things back under control."

SPINNphr also provides peace of mind for families through its patent-pending automatic notification feature that sends a text or email message to family members when someone is receiving emergency medical attention.

“Ann Arbor SPARK is pleased to support White Pine’s vision of simplifying communication for healthcare providers and consumers,” said Michael Finney, President and CEO of Ann Arbor SPARK. “This is exactly the kind of creative enterprise that can have a national impact while increasing employment and helping drive our local economy.”

SPINNphr released a limited feature beta application connected to Microsoft HealthVault in August, 2008. The present financing will allow White Pine to improve the product to reflect the lessons learned from the beta and to bring the product to market.

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.

About Ann Arbor SPARK

Ann Arbor SPARK, a non-profit organization representing all communities in the Washtenaw County, is the driving force establishing the Ann Arbor region as a destination for business expansion, retention, and location. Ann Arbor SPARK identifies and meets the needs of business at every stage, from start-ups to large organizations. Ann Arbor SPARK collaborates with business, academic, government, and community investor partners including the University of Michigan, Eastern Michigan University, Washtenaw Community College, Michigan Works!/ETCS, Washtenaw County, the City of Ann Arbor, the Bank of Ann Arbor and the Michigan Economic Development Corporation. For more information, please call (734) 761-9317 or visit www.AnnArborUSA.org.

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