



Friday, March 28, 2003

ANNOUNCEMENT

It is now confirmed that AMR (American Medical Review) hosted by Walter Conkrite will produce and air a story that will provide insight into the RegPoint Disease Detection-, Surveillance- and Management- solution from RegPoint Ltd.

The format is educational and informative and will highlight the two major objectives that RegPoint have;

1. Individualize medication for patients with long term medication treatment, in order to increase daily life quality with an effective outcome of the treatment
2. Detect for and alert Disease Control Authorities, Defense HQ and Healthcare Providers of a public health outbreak - even before the individual concerned has necessarily acknowledge it

It will be distributed as a 2-5 minutes story, as part of the AMR series to be aired, as a stand alone "News Break" on Public Television, reaching 30+ million households multiple times during peak and prime time programming in the US.

In addition it will be aired internationally via satellite on World Net (US Government and Information Service) to over 200 cities and 127 countries reaching hundreds of television and broadcast system worldwide, as well as embassies and cultural centers **worldwide**.

An educational news release of 90-120 seconds will be distributed and tracked in news programming in at least 50 markets potentially reaching 65% of U.S. households.