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lifeIMAGE Attracts Superior Healthcare IT Talent to Meet Industry Demand for its Medical Image e-Sharing Platform

Boston, Mass. – July 19, 2010 – Senior-level healthcare technology executives continue to join lifeIMAGE (www.lifeimage.com), attracted to rapid adoption of the company's medical image e-sharing platform at the best hospitals in the country and to help drive future trajectory of its service portfolio. lifeIMAGE announces the appointments of John Esposito, John Ciancarelli and David Wilkins to leadership positions in sales, information technology and product management/development, adding depth to the company's already impressive roster of healthcare industry professionals, and further cementing its position as the platform of choice for healthcare institutions with complex imaging needs and clinical specialty practices.

“The demand for lifeIMAGE services is creating an immediate need to scale our technology, product and business development efforts,” said Hamid Tabatabaie, CEO of lifeIMAGE. “We are bringing aboard the most talented industry veterans, all of whom have a proven history of building healthcare information technology companies with unparalleled innovation and a keen understanding of customers' clinical needs. My collaborative history of working with John Esposito, John Ciancarelli and David Wilkins creates an immense level of respect for what they bring to lifeIMAGE, and reflects our momentum and growth.”

Esposito, lifeIMAGE's first vice president of sales, brings more 24 years of healthcare IT experience, including his most recent position as vice president of sales for the radiology business at AMICAS. Esposito will secure new installations and identify specialty practice clinical entry points for lifeIMAGE's e-sharing platform, while expanding adoption system-wide at currently installed sites. During Esposito's tenure at AMICAS, the company grew from 20 customers to more than 1,000, and revenues grew from \$1 million to more than \$100 million. Esposito managed a 20-person team at AMICAS. Prior to AMICAS, Esposito was vice president of sales, and then CEO and president, of publicly-traded health information technology company Medware Information Systems.

Ciancarelli, vice president of information technology at lifeIMAGE, has nearly 20 years of information technology experience in the healthcare, software and hardware industries. He will apply his expertise in building customer-facing technology, delivering innovations that will continually allow lifeIMAGE to support the growing image sharing requirements of healthcare institutions, scale infrastructure and deepen lifeIMAGE's technical mastery in this emerging industry. Ciancarelli comes to lifeIMAGE from Softscape, a global human resources application provider, where he oversaw the operation and management of SAS70 certified data centers on multiple continents. Earlier in his career, Ciancarelli was director of IT for AMICAS, taking the company from its start-up phase to a leading company in the PACS (picture archiving and communications systems) industry. He also held senior healthcare technology positions at HealthGate Data Corp. and Brigham and Women's Hospital.

Wilkins joins lifeIMAGE as director of product management. Building upon his product visualization talents, he will enhance and expand the lifeIMAGE product roadmap by optimizing usage for image-intensive specialty practices. Wilkins was most recently with AMICAS, where he spent seven years developing diagnostic imaging software focused on visualization and workflow. He was the product architect of AMICAS' Next Generation PACS Workstation, and managed a team of fourteen developers to deliver the product. His 25-year career includes positions with Adobe, Hewlett-Packard and IBM; while with Adobe, Wilkins was inventor of resolution-independent technology and co-founder of PictureIQ, a spin-off whose software enabled consumer imaging devices as well as optimized web transmission of digital photos, animation, and graphics.

About lifeIMAGE

lifeIMAGE provides an Internet service for universal e-sharing of diagnostic imaging information. The service is designed to connect hospitals, radiology groups, and physicians, to their patients everywhere. lifeIMAGE makes it possible to securely deliver or receive patient imaging information wherever needed from wherever the information originates. The goal of the lifeIMAGE platform is to help avoid duplicate exams and eliminate unnecessary patient exposure to excessive radiation. In an era of concerns about rising healthcare costs, lifeIMAGE is investing in a platform that helps advance patient care, while reducing \$10 to \$15 billion of unnecessary costs. For more information visit www.lifeimage.com.

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