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**MODERNIZING MEDICINE EXPANDS INTO THE
RESEARCH PARK AT FLORIDA ATLANTIC UNIVERSITY**
Expansion to create 40 local jobs

Boca Raton, FL – In partnership with Palm Beach County and the City of Boca Raton, The Business Development Board of Palm Beach County (BDB) today announced that Modernizing Medicine, Inc. (www.modernizingmedicine.com), a software company that delivers IT solutions for small and medium-sized specialty medical practices, will more than double its space when it moves to a new 15,000 sq. ft. facility at the Research Park at Florida Atlantic University. The company currently has 60 employees and expects to add another 40 in the next twelve months.

“A strong reason for our selection of the Research Park is its relationship with FAU,” said Dan Cane, CEO of Modernizing Medicine. “Our product is computer software for medical practitioners and having access to both the FAU Charles E. Schmidt College of Medicine and the FAU College of Engineering and Computer Science offers potential for joint development of interdisciplinary projects with FAU.”

The Business Development Board assisted the company with information on available grant and incentive programs and introduced the company to Workforce Alliance for assistance with recruitment and training programs. Through its introduction to the economic development programs of the City of Boca Raton, the company received a lease subsidy of \$65,000.

“Modernizing Medicine is a great company and we’re delighted it will expand its operations in Palm Beach County,” stated Kelly Smallridge, President and CEO of the Business Development Board. “The BDB has recently assisted several local companies to expand here and that’s good news for the County.”

“Modernizing Medicine is a perfect fit with the growing number of technology businesses that now call the Research Park home,” stated Andrew Duffell, president and CEO of the Research Park at Florida Atlantic University. “The opportunities for collaboration with other tenants and FAU are plentiful.”

Modernizing Medicine is relocating for the second time in a two year span. “At the rate we’re growing, we’ll need additional space before long,” commented Cane. “The availability of expansion space in the Research Park will easily facilitate our future growth.”

Leasing for the Research Park at Florida Atlantic University is provided by Keith O'Donnell, Senior Managing Director. Flagler Real Estate Services, LLC (www.Flaglerdev.com).

(more)

About Modernizing Medicine

Modernizing Medicine, Inc. (www.modernizingmedicine.com), was founded by Daniel Cane and Dr. Michael Sherling, and is privately held. Mr. Cane was one of the co-founders of Blackboard, Inc. (NASDAQ: BBBB) and was the founder of Kadoo Inc. Dr. Sherling, a Yale and Harvard trained dermatologist, is in private practice in Palm Beach County, FL.

Modernizing Medicine's offering, Electronic Medical Assistant or EMA, was announced at the meeting of the American Association of Dermatologists in Chicago, August, 2010, and has since gained significant acceptance in the dermatology community. Designed by practicing dermatologists, EMA enables physicians to truly save time and money in their day-to-day operations. The offering takes a completely new approach to patient information capture and processing, using the latest in Internet and touch screen technologies for ease of installation and use. As a Software-as-a-Service offering, it only requires a web-browser equipped PC or Mac, with no other hardware or software on-site at the medical practice.

About the BDB

The Business Development Board of Palm Beach County is the official public/private economic development organization for Palm Beach County and Enterprise Florida. Founded in 1982 as a not-for-profit corporation, our primary purpose is to attract and retain new industry, business investment, high quality jobs and workforce development through corporate relocations, expansions and international trade. During the past five years, the BDB has assisted companies that have created more than 7,700 direct jobs with average salaries greater than \$55,400, resulting in more than \$355 million in capital investment to Palm Beach County and an economic impact that exceeds \$1.8 billion. Additional information can be found at the BDB's Web site, BDB.org.

About the Research Park at Florida Atlantic University

Established in 1985, the 94-acre Research Park at Florida Atlantic University (www.research-park.org) is home to 22 technology companies working in conjunction with the FAU College of Engineering and Computer Science, the FAU Charles E. Schmidt College of Medicine and the FAU College of Business. The Research Park also hosts the Technology Business Incubator with 22 startup technology companies, each of which receives business and consulting services, with the goal of becoming established businesses and permanent residents of the Research Park. HDG Mansur (hdgmansur.com) is the development partner for the Research Park.

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