



e-Healthcare Solutions, Inc. Enters Into Exclusive Representation Agreement with The American Academy of Family Physicians

Ewing, NJ, September 19, 2007 --(PR.com)-- e-Healthcare Solutions, Inc. and the American Academy of Family Physicians (AAFP) announced today an agreement calling for e-Healthcare Solutions to provide advertising exclusively to the award winning patient-focused health website familydoctor.org. e-Healthcare Solutions will centrally sell and deliver online advertising campaigns as the sole provider of advertising for the website. Through the agreement, e-Healthcare Solutions may now offer advertising to its pharmaceutical, healthcare, and consumer packaged goods advertisers and their advertising agencies on this patient-focused website. Selected in 2005 by Medical Marketing & Media as Healthcare Web Site of the Year for “comprehensive, quality content,” familydoctor.org offers in-depth disease content in both English and Spanish.

“Working with a best-of-breed high traffic consumer health website such as AAFP's familydoctor.org allows us to better serve our clients' growing need for disease-, condition-, and treatment-specific, targeted, online advertising on one of the most credible health focused Internet properties. Consumer trust of the AAFP, the familydoctor.org website, and its content is implicitly demonstrated by the approximately 2.5 million unique users each month who account for more than 6 million monthly page views. We're very excited to offer this unique opportunity to clients with ad delivery starting in Q4 2007,” said RJ Lewis, President and CEO of e-Healthcare Solutions, Inc.

“e-Healthcare Solutions is highly knowledgeable in the online advertising space, particularly in the consumer and healthcare professional markets. They truly align themselves with their partners' interests and provide complimentary services for traditional medical publishers embracing the web. The AAFP is looking forward to working with the e-Healthcare Solutions team in what is expected to be a long and prosperous partnership,” said Michael Springer, AAFP Vice President of Publishing and Communications.

Visit the e-Healthcare Solutions website (<http://www.e-healthcaresolutions.com>) for additional information regarding online advertising services.

About e-Healthcare Solutions, Inc.:

Founded in 1999, e-Healthcare Solutions (<http://www.e-healthcaresolutions.com>) is the premier vertical Internet advertising network dedicated to healthcare. They exclusively represent the on-line advertising and sponsorship opportunities of a large portfolio of high quality medical publishers reaching physicians, healthcare professionals, patients and caregivers. Aligned incentives and a sole focus on its publisher partners such as the American Medical Association, Lippincott Williams and Wilkins, HealthAtoZ.com (a division of United Healthcare), the American College of Physicians, and the American College of Surgeons, allow e-Healthcare Solutions provides scale and reach to highly targeted audience segments when serving pharmaceutical and healthcare advertisers. E-Healthcare Solutions supplies advertisers with proven results and website publishers with unique revenue generating tools and services.



About The American Academy of Family Physicians:

Founded in 1947, the AAFP represents nearly 94,000 physicians and medical students nationwide. It is the only medical society devoted solely to primary care.

Nearly one in four of all office visits are made to family physicians. That is 215 million office visits each year - nearly 48 million more than to the next medical specialty. Today, family physicians provide the majority of care for America's underserved and rural populations.

To learn more about the American Academy of Family Physicians and about the specialty of family medicine, please visit www.aafp.org.

For more information, press only:

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