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SOUTHPOINTE DIGITAL
Alegent press release
SPD 007

For immediate release

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Alegent Health and SouthPointe Digital Technologies Partner to Offer Personal Health Record via MyPersonalVault™, the New Virtual Safety Deposit Box and Life Management Tool

Alegent Health and SouthPointe Digital Technologies, LLC, jointly announce their partnership to create and distribute a standardized Personal Health Record for consumers as a primary addition to MyPersonalVault.

MyPersonalVault, from SouthPointe Digital Technologies, offers priceless protection against natural disasters, unintentional loss, hackers and system crashes. It's a personal electronic safety deposit box featuring drawers and files to customize and organize. For about the cost of an average safety deposit box at a local bank, families can store, view and share their important documents and data from their homes or offices. The addition of the standardized Personal Health Record is an important part of this service and will allow consumers to further enhance their "life management."

Currently Alegent Health will offer MyPersonalVault to employees, their families and friends, and then to their patient base in September 2007. For subscriber convenience, both companies have also agreed to provide access through their websites.

"MyPersonalVault will simplify the lives of our employees by providing one safe and secure location for storing their important documents. With this valuable tool, there are no more frantic, last-minute searches for that vital piece of paper," said Jackie Goss, operations director, eHealth Marketing & Development at Alegent Health.

"We are pleased to be a strategic partner with SouthPointe Digital in the development and distribution of this what we believe to be a sorely needed service on a nationwide basis," stated Ken Lawonn, senior vice president and Chief Innovation Officer at Alegent Health.

One low monthly fee allows subscribers to quickly and easily store electronic copies of medical records, prescriptions, insurance policies, bank/investment account statements, credit card statements, emergency contact information, home and auto documents, wills and trusts, child safety information, photographs and more. Paper documents can also be faxed, scanned or emailed directly into personal vaults.

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The Personal Health Record will keep both data and documents for the subscriber including: personal history, family histories, prescriptions, medical procedures, insurance information and physicians, as well as other pertinent information based on the subscriber's health. This is information that the consumer now controls and can be emailed and/or printed and given to any healthcare provider. In the near future, the system will further define automated downloads of electronic medical records from healthcare providers.

SouthPointe Digital Technologies' association with Alegent Health should be instrumental in standardizing these records and make it easier for patients to ultimately have automatic deposits of their records into their own personal health records like MyPersonalVault.

"We are extremely pleased to have Alegent Health as a co-developer of the Personal Health Record for MyPersonalVault. Alegent is listed as one of the healthcare industry's "Most Wired 100" providers in the country and Siemens has said that Alegent's Lakeside Hospital is perhaps the most technologically advanced hospital in the world. Alegent Health's CEO Wayne Sensor and CIO Ken Lawonn have been at the forefront of lowering healthcare costs through information technology and empowering the consumer to choose," stated Dan Walter, CEO of SouthPointe Digital Technologies.

"It is SouthPointe Digital Technologies' intention to join with like partners, such as Alegent Health, who are experts in their respective fields, to continue with additional design and implementation of real estate, financial, wealth management, and automotive features in the near future," said Walter.

Along with the Personal Health Record, another powerful feature of MyPersonalVault is the Personal Finance Manager, which gathers and organizes subscriber information from 8,000 diverse sources into one easy-to-use tool. One username and password provides access to all accounts and eliminates the need to remember multiple passwords.

It's a secure, single point of access to all credit cards, brokerage accounts, IRA accounts, retirement savings accounts, mortgages, bank accounts and loyalty programs. The financial dashboard shows all current key financial indicators at a glance, each time a subscriber logs in.

This feature tracks income and spending across all accounts, offers reminders when bills are due and shows the value of all assets on an up-to-the-minute net worth statement. It even sends fraud alerts and keeps track of the minutes used on cell phones.

MyPersonalVault removes the fear and doubt of preserving vital documents and data – everything is in one extremely safe place and ready for access anytime. For more details, visit mypersonalvault.com.

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About SouthPointe Digital Technologies, LLC

SouthPointe Digital Technologies, LLC is a development stage company founded by a group of experienced marketing professionals to provide web portal, MyPersonalVault.com that enables consumers to electronically store and easily retrieve critical real estate, automotive, health and other important records. The service is offered through sponsoring organizations and accessible via links from their websites and directly to the MyPersonalVault.com site. For more information, visit www.southpointedigital.com.

About Alegent Health

Alegent Health is the largest not-for-profit, faith-based healthcare system in Nebraska and southwestern Iowa with nine acute care hospitals, more than 100 sites of service, over 1,200 physicians on its medical staff and roughly 8,500 employees. Alegent Health is making healthcare better with an exceptional commitment to quality and by providing patient focused care for the body, mind and spirit of every person consistent with its faith-based mission. Alegent Health continues the health ministry begun by its sponsors, Catholic Health Initiatives and Immanuel Health Systems, more than a hundred years ago. At Alegent Health, patients and their families find a continuum of care, from women's and children's services, primary care, wellness counseling, and senior care to cardiovascular services, orthopaedics, oncology, physical rehabilitation, home care and behavioral health.

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