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FOR IMMEDIATE RELEASE

ATLAS CEO TO DISCUSS HITECH ACT MEANINGFUL USE CRITERIA AND THE IMPACT ON CLINICAL PATHOLOGY LABORATORIES AT EXECUTIVE WAR COLLEGE

Calabasas, CA, April 06, 2010, Atlas Medical Software today announced plans for the Company's CEO, Rob Atlas, to speak at the 2010 Executive War College (EWC) conference located at the Sheraton New Orleans, April 27-28, 2010 in New Orleans, LA.

During the EWC session entitled "Taking the HITECH Ground – Understanding Meaningful Use, Health Information Exchange (HIE) and the Future of Lab Outreach", Rob Atlas will explain key strategies for labs interested in offering meaningful use capabilities to physicians, including becoming a key stakeholder in an HIE, without compromising the basics – getting complete orders, delivering correct results and getting paid.

"Because Rob Atlas works with many of the nation's larger clinical laboratories, hospitals and health systems, he brings a focused, informed perspective to the conference," stated Robert Michel, Editor-in-Chief of the Dark Report and Founder and Director of the Executive War College. He continued, "Obviously, the HITECH Act and meaningful use requirements are causing labs to rethink their information technology strategies. During Rob's session, he will identify the essential action steps that will help clinical pathology labs capitalize on the opportunities created as meaningful use criteria are finalized."

As an active sponsor of the Executive War College for the past six years, Atlas understands that conference attendees have come to expect the conference to deliver pragmatic advice and actionable information that is relevant to the business challenges they face. "This session will offer lab administrators and pathologists insights into the use of information technology to help their organizations become key players in the emerging connected care paradigm," stated Rob Atlas, CEO for Atlas Medical. He continued, "This includes addressing the demand for systems that offer meaningful use, both through the lab's own offerings and in collaboration with other healthcare stakeholders, potentially through the emerging HIE model. While every lab may not need to spearhead its own HIE, all labs should formulate a strategy for engaging with HIEs."

In addition to "Taking the HITECH Ground – Understanding Meaningful Use, Health Information Exchange (HIE) and the future of Lab Outreach" general session, the Company will also be hosting a pre-conference reception and educational session that outlines Atlas solutions relevant to meaningful use and HIE, on Monday, April 26, 2010 from 3:00PM -5:00PM in Grand Ballroom E at the same conference location.

About Atlas Medical Software

Atlas Medical delivers cost-effective outreach and clinical solutions for the healthcare enterprise that include integrated CPOE for Laboratory, Radiology, ePrescribing and other disciplines, along with features to support EHR adoption. Our advanced technology enables healthcare organizations to efficiently manage their operations and reduce costs. Atlas customers include hospital outreach programs, healthcare centers of excellence and commercial laboratories. Atlas Medical is a division of Atlas Development Corporation. For more information, visit us at www.AtlasMedical.com.