



FOR IMMEDIATE RELEASE

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FairWarning® Announces FairWarning.com Acquisition

Acquisition of FairWarning.com and related domains represents an important step in furthering global brand presence

SAINT PETERSBURG, Fla. – October 4th, 2011 – FairWarning, Inc., the inventor and world's leading supplier of solutions which monitor and protect patient privacy in electronic health records, today announced the acquisition of a collection of domain properties important to the FairWarning® brand, including FairWarning.com.

The acquisition of the FairWarning.com domain name gives FairWarning® the ability to directly leverage its brand through existing trademarks, marketing efforts, and intellectual properties including FairWarning® and Trust but Verify® which are both registered in the United States, Canada, and the European Union.

FairWarning® privacy breach detection now protects patients in the US, Canada, France and the UK. In total, FairWarning® is protecting patient privacy in over 700 hospitals and 2,200 clinics. The additional domain names include those specific to Canada, European Union, Germany, the Netherlands, Spain, Switzerland, and many other countries.

“Based on our KLAS results and industry feedback, our customers count on the FairWarning® brand to protect patient privacy and provide their patients with confidential encounters every time,” says Kurt Long, FairWarning® Founder and CEO. “We will continue to invest in the advancement of patient privacy, thought leadership, and industry education.”

Over the coming months, FairWarning.com will gradually replace FairWarningAudit.com, though both will continue to operate indefinitely. The expanded web presence will continue to offer educational tools and materials for patient privacy, including research and whitepapers, webinars, and surveys.

FairWarning® has also recently invested in the expansion of their social media presence, including the FairWarning® Facebook page (www.facebook.com/FairWarningInc) and the launch of a networking group on LinkedIn (www.linkedin.com/groups?gid=4065938). The group was created with the intent to share ideas, provide the latest corporate and industry news, and connect with other like-minded professionals.

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About FairWarning, Inc.

FairWarning® is a global leader in appliance-based software solutions which monitor and protect patient privacy in electronic health records enabling healthcare providers and health information exchanges to confidentially connect physicians, clinics, patients and affiliates. FairWarning®'s turn-key privacy auditing solutions are compatible with healthcare applications from every major vendor including Allscripts, Cerner, Epic, GE, McKesson, MEDITECH, Siemens, and many others. Customers consider FairWarning® privacy auditing solutions essential for compliance with healthcare privacy regulations such as ARRA HITECH privacy and meaningful use criteria, HIPAA, EU Data Protection, UK Freedom of Information Act, California SB 541 and AB 211, and Canadian provincial healthcare privacy law. For more information on FairWarning® visit www.FairWarningAudit.com or email Solutions@FairWarningAudit.com.