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N e w s R e l e a s e

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Availity Achieves 2008 eHealthcare Leadership Award *Recognized for Best Overall Internet Site*

JACKSONVILLE, FL- Availity, LLC was recognized as the 2008 *Silver* winner for *Best Overall Internet Site* in the *Business/Process Improvement Applications or Products* category at the twelfth annual Health Care Internet Conference November 11 in Orlando, Florida. The eHealthcare Leadership Awards were presented by *eHealthcare Strategy & Trends*, a leading internet publication and online resource. This leading awards program highlights the Internet's role in achieving an organization's business objectives and recognizes the hard work that has gone into creating outstanding health web sites.

More than 1,100 entries were received from firms representing 17 industry classifications, from hospitals and health systems to pharmaceutical firms and online health companies. An independent panel of 114 individuals familiar with health care and the Internet evaluated each entry across 12 different award categories. Web sites were rated based on a standard of internet excellence and how they compared with others in their group classification.

Both Availity's web site and secure portal were included in the evaluation. The *Best Overall Internet Site* was based on several factors, including delivery of strong health content, interactivity, medical care support, integration with the organization's operations, as well as strength of web design and ease of navigation. The *Business/Process Improvement Applications or Products* category focuses on enhancements to an organization's web site, such as health content or interactivity functions, or web-based products that are used to enhance the business processes within an organization.

"A growing number of health care organizations are clearly embracing the Web and emerging technologies," said Mark Gothberg, eHealthcare Leadership Awards chairman. "The 2008 awards program attracted entries from a diverse range of organizations. Even after the bar for winning an award was raised, a record number of sites made the cut."

"It's an honor to achieve this award, complimenting eHealthcare Leadership awards received in 2003, 2004, and 2006," said Russ Thomas, executive vice president and chief operating officer for Availity, LLC. "Availity focuses its efforts to continuously improve the customer experience, and this award demonstrates our commitment to overall excellence in the health care industry."

About Availity, L.L.C. – Patients. Not Paperwork.®

Availity optimizes the flow of information between health care professionals, health plans, and other health care stakeholders through a secure internet-based exchange. The Availity Health Information Network encompasses administrative, financial, and clinical services, supporting both real-time and batch exchange via the web, business to business (B2B) integration, and electronic data interchange (EDI). Availity is the recipient of several national and regional awards, including Consumer Directed Healthcare, E-Fusion, Emerging Technologies and Healthcare Innovations for Excellence (TETHIE), and AstraZeneca-NMHCC Partnership. For more information, including an online demonstration, please visit www.availity.com.