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FOR IMMEDIATE RELEASE

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Celebrate the unveiling of the new REACH3 Web site!

REACH3, a healthcare Customer Relationship Management (CRM) company, provides solutions to healthcare organizations of all sizes across the United States. The company is excited to announce that a new Web site www.reach3.com is now live that provides in-depth information and resources.

Highlights of the new site include:

- Flash video with information about how to get started with a free CRM solution
- Who we are -- our company & key personnel
- What we offer – products & services
- What others are saying – client testimonials in their own words
- News & Resources – latest news, books and sources of information
- CRM Frequently Asked Questions (FAQs) – answers to common questions about HIPAA, client support, how the technology works and more

For more information about REACH3 CRM solutions, please call Doug Zarvell at 608-497-2212 or email doug.zarvell@reach3.com.

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REACH3, headquartered in Verona, Wisconsin, is a wholly owned subsidiary of Third Wave Research, Ltd. REACH3 provides CRM solutions to the healthcare industry. The company works with hundreds of healthcare organizations across the country to use data-driven technology to optimize marketing and measure results. REACH3 provides healthcare organizations of any size, complexity, or budget a solution to fit their needs. Clients can produce highly effective campaigns in minutes with access to highly targeted data, customizable design templates, variable printing and mail house fulfillment. For more information, go to www.reach3.com or call 608-848-3476.