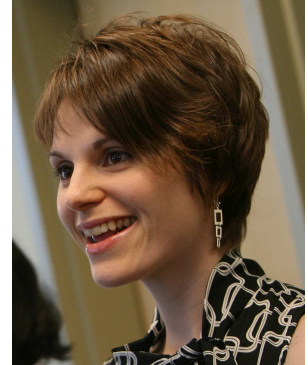




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FOR IMMEDIATE RELEASE

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Alissa Gauger, MBA

Director Hired to Oversee Strategic Marketing and Client Services

REACH3, an industry leader in Customer Relationship Management (CRM) solutions for the healthcare provider market, has hired Alissa Gauger as the new Director of Strategic Marketing & Client Services effective March 1, 2009.

Gauger most recently worked in strategic marketing at Meriter Health Services, a 448-bed hospital and health system located in Madison, Wisconsin. Additionally, she brings many years of retail marketing expertise to REACH3, including performing marketing planning at the national level for Famous Footwear, a division of Brown Shoe Company. Gauger earned her Master in Business Administration at Edgewood College and her Bachelor of Arts in Journalism at the University of Wisconsin-Madison.

“Alissa understands client needs firsthand because she has sat on that side of the desk. She brings a breadth of experience in healthcare marketing as well as a commitment to ensuring the highest level of customer service,” said Chief Operating Officer Jim Schleck.

For more information about Gauger’s background, visit www.linkedin.com/in/alissauguer. For more information about REACH3, go to www.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 the CRM Trio™ suite of healthcare CRM applications to give healthcare organizations of any size, complexity, or budget a solution to fit their needs. The CRM Trio™ suite includes Launch, Progression and Expert applications--all at the desktop. 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.