

**NEWS RELEASE** .....*For Immediate Release***Contact:** Susan Semack, Vice President Health Care, 248.737.3215**Morpace Reports: Many Likely to Create Own  
Online Personal Medical Record**

**FARMINGTON HILLS, MI**, December 09, 2008 – Some people are not waiting for the Federal government’s potential system of electronic medical records and are taking matters into their own hands, according to a new national Morpace survey.

Twenty-seven percent of American adults now say they are “extremely likely or somewhat likely” to create an online personal health record (PHR) to help track their medical history and medications. “This movement is being driven by the availability of new technology as well as by people’s desire to take control of their own health care and have manageable access to their medical information,” said Susan Semack, Vice President of the Morpace Health Care Practice.

Recently Internet giants Google and Microsoft, along with traditional online health service companies such as WebMD and Revolution Health, have begun offering online personal health record services at no charge. “As awareness of these kinds of services builds,” Semack said, “many people will be open to using them.”

The likelihood of subscribing to these new online services does not vary by age – Americans aged 55 and up are as likely to create an online PHR as younger Americans. “Older Americans recognize the value of centralizing a long history of medical information and many are not intimidated by using the Internet to create a PHR,” added Semack.

Meanwhile, awareness of the Federal government initiative to create a nationwide system of electronic medical records by 2014 is edging up. Currently, 56 percent report they are familiar with this initiative compared to 50 percent two months ago.

Morpace Omnibus Study interviews were completed with 1,015 consumers selected from an Internet panel of adults aged 18 and over. The sample’s demographic profile is reflective of the U.S. population.

**About Morpace Inc.**

Morpace is a full-service survey research and consulting organization specializing in automotive, financial services, health care, retail and technology. Morpace has global expertise in providing innovative proprietary solutions to clients in four core areas: market definition and segmentation; product development and pricing; brand and image positioning; and customer satisfaction and loyalty.

Established in 1941, Morpace Inc., an ISO 9001:2000 certified organization, is one of the largest privately held marketing research firms in the United States. Headquartered in Farmington Hills, Michigan the company has offices in Irvine, California; New York City; and London, England.