

NEWS RELEASE

For Immediate Release



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HEALTHCARE IT VETERANS LAUNCH NEW ADVISORY SERVICE FOR VENTURE AND OTHER INSTITUTIONAL INVESTORS

MANAGEMENT 3.0™ OPTIMIZES RISK/REWARD AND MAXIMIZES ASSET VALUE

BELLEVUE, WA - FEBRUARY 17, 2009 - Marc Lilly and Bob Pinkerton - co-founders and former CEO/COO of Seattle-based healthcare IT venture, Zynchros, Inc. - today announced the availability of a new advisory service for investors designed to accelerate growth, reduce leadership-risk and optimize market opportunity. Through their new company, **Management 3.0 LLC**, Lilly and Pinkerton will offer a range of services designed to re-calibrate the critical success factors in turn-around and roll-up ventures, with a focus on team-building, strategy and fundamental execution.

“In the current economy, investors have to constantly evaluate the status of their portfolio companies and look for ways to either sharpen their abilities or start the process of realizing shareholder value”, said Bob Pinkerton, partner and co-founder of Management 3.0. *“In our experience this is not a time to coast or delay. Preserving asset value and minimizing risk are paramount.”*

Unlike other advisory services, Management 3.0 is focused on delivering four key elements to investors and owners:

- Clarity** - through a comprehensive but accelerated 360° assessment that provides situational awareness
- Vision** - through the development of key plans including financial, product/service, organizational and go-to-market strategies
- Trust** - through building confidence in the plans and the team
- ROI** - through the optimization of risk and reward and the time-value of money

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Lilly & Pinkerton have an outstanding track-record of creating shareholder value and, in December of 2008, sold Zynchros to SXC Health Solutions, Inc. (NASDAQ: SXCI). Their combined experience includes key leadership roles at AllScripts™, Drugstore.com, WatchGuard, Wang, Computer Associates, Dun & Bradstreet and a number of other healthcare IT and technology leaders.

“The combination of our real-world experience and a pragmatic approach to leadership - in times of both boom and bust - has enabled us to bring together a world-class team of executives and managers with proven, hands-on experience”, said Marc Lilly, partner and co-founder of Management 3.0. *“Now is not the time to hand out learner’s permits. We are battle tested and ready to go.”*

Management 3.0’s services are available on an à la carte basis enabling investors to procure a unique solution to the current situation at each investment.

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ABOUT MANAGEMENT 3.0, LLC

Headquartered in Bellevue, Washington, **Management 3.0, LLC** is a leading provider of strategic leadership services to venture- and other institutional-investors. The company performs 360° assessments of existing portfolio companies, develops strategic organizational, financial and go-to-market plans and operationally executes on those plans - providing Leadership for the Next Phase™ of a company’s growth. For additional information please visit the company’s web-site at <http://www.em3oh.com/>.

ABOUT MARC LILLY

Marc is a seasoned healthcare IT executive with more than thirty years direct experience. Marc founded and served as Chairman and CEO of Zynchros, Inc. which was sold to SXC in December of 2008. Prior to Zynchros, Marc was Director of Health Services at drugstore.com, the leading business-to-consumer Internet site for prescription drugs. At drugstore.com, Marc was responsible for creating the Health Services department, developing contractual relationships with Managed Care Organizations and their Pharmacy Benefit Managers (PBMs). In addition, he was responsible for the company’s Physician Connectivity business development initiatives. Marc developed an industry-wide standard for the transmission of prescriptions over the Internet - RxML. Prior to joining drugstore.com, Marc spent five years as Vice President of Major Accounts for AllScripts, Inc.

ABOUT BOB PINKERTON

With more than 25 years of proven, executive leadership experience, Bob brings a wealth of knowledge in enterprise software, business process reengineering, workflow, and network security to Management 3.0. His strong entrepreneurial spirit and marketing instincts have helped to realize shareholder value at a number of successful, technology start-ups including, most recently, Seattle-based Zynchros, Inc., where Bob served as President and COO. Bob also held key sales and marketing roles with Dun & Bradstreet, Wang Laboratories and a number of venture-backed startups including WatchGuard, Motiva, Networkx, Saros and Natural Language.