



Press Release

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Amkai Launches Significant New Marketing Initiatives

Branding, Website, Sales Expansion Reflect Acceleration of Company's Growth Efforts

Waterbury, CT --- May 14, 2008 --- Amkai announced a number of major sales and marketing initiatives over the past several months to raise the company's profile and pursue aggressive growth as it launches its latest version of management software and expands its success with electronic medical records in the outpatient surgery sector. A new corporate branding campaign has been introduced, a newly-designed website has been launched, and the company's sales organization has been expanded.

Corporate Branding

A new logo has been developed and implemented across a set of communications pieces, including a significant brochure detailing the features of AmkaiEnterprise™, the company's flagship product suite. A tagline has also been introduced: *Comprehensive information management for outpatient surgery providers*. This statement is intended to reflect Amkai's commitment to offering solutions that span and integrate the administrative and clinical sides of the business for the full range of provider types – ambulatory surgery centers, surgical hospitals, and affiliated surgical practices. Amkai believes this comprehensive approach positions it uniquely in the market and presents customers with a clear choice when it comes to information management needs.

Website

Amkai has recently gone live with a new website at www.amkai.com. A complete redesign incorporates the new branding, improved navigation, and greatly enhanced content on Amkai's products, history, support capabilities, news and resources. The changes are aimed at providing an efficient and friendly experience for site visitors researching Amkai. Additional website tools are planned to support both prospective and existing customers. Design on the branding and website initiatives was provided by Writer's Block, a marketing communications agency in Connecticut.

Sales Organization Expansion

Amkai has also recently opened field sales offices in California and Florida. Mike Wynia has been hired to represent the company in California, Arizona, and Nevada, based out of Southern California. Paul Simon staffs the central Florida office, working with prospective customers in Florida, Georgia, and Alabama. Both representatives are experienced in healthcare sales, and their addition permits Amkai to offer local account management to two of the largest ASC market areas in the country. Wynia and Simon report directly to Amkai's Senior Vice President, Craig Veach.

About Amkai

Amkai delivers comprehensive information management for outpatient surgery providers across every stage of administrative and clinical workflow. Amkai's suite of business management, electronic medical record, CPOE, e-prescription, and related applications promotes streamlined operations, structured data exchange, and patient safety. For further information, visit www.amkai.com or call 866.265-2434.

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