

David Hom joins PurpleTeal Board of Advisors

Former Pitney Bowes Executive, a leading authority on Health Benefits, to guide company's strategic efforts

Fremont, October 10, 2007 — PurpleTeal, Inc. (www.purpleteal.com), a Silicon Valley startup providing a pioneering web-based 'Adherence Management' solution, announced today that David Hom, Chairman of The Center for Health Value Innovation, has joined their Board of Advisors.

"The rising cost of health care is one issue that concerns most Americans. If individuals can self manage their health better by adhering to doctor's instructions and follow preventive guidelines it will mitigate health risks and improve health outcomes. PurpleTeal's solution helps individuals to do just that", Narayanan Ram, CEO of PurpleTeal says. "We are extremely pleased to have an accomplished person like David Hom who has been a leader in promoting Adherence Management join our Board of Advisors. We eagerly look forward to his participation."

David Hom, one of the leading authorities on health benefits, says, "The concept of PurpleTeal is powerful, and they have the most sophisticated Adherence Management solution today. Guiding PurpleTeal in implementing their solutions in corporate America, across as many employers and health plans as possible, will be my top priority. I very much look forward to this partnership."

David Hom is a highly recognized and influential authority on employee healthcare strategy and has been in the news for many years for his ongoing contributions to the area of employee benefits. As vice president of Strategic Initiatives at Pitney Bowes, he co-spearheaded Pitney Bowes' nationally recognized health care innovations with Dr. Jack Mahoney.

He has co-authored two books. Total Value Total Return: Seven Rules for Optimizing Employee Health Benefits for a Healthier and More Productive Workforce, has been read by healthcare professionals across the country. His more recent book released a couple of months ago, at the 4th World Annual Healthcare Congress, Benefit Design - the 7 Steps to Value Based Designs has also been well received by thousand of decisions makers.

Since 1992, David has developed a nationally recognized and award-winning integrated health care strategy that focuses on increased employee productivity through disease, disability and demand-management programs. His program design and the results have been recognized with various awards including 1998 NAMI (National Alliance for the Mentally Ill) Corporate Leadership Award, 1997 Washington Business Group on Health Top Five Corporate Programs for Women's Health Care Issues and the 1996 C. Everett Koop Award for Health Care University.

The PurpleTeal solution is currently being used to drive patient adherence, and has been extremely well received by employers, payers, providers and pharmaceutical manufacturers.

About PurpleTeal:

PurpleTeal provides the most sophisticated web-based 'Adherence Management' solution in the market today. This solution helps people do what their doctors ask them to do, by influencing and hand-holding them step by step to self-manage their health better by:

- getting screenings for various conditions per guidelines
- refilling prescriptions and taking medications regularly
- taking readings and treatments as directed
- following up with doctors to control chronic conditions

Similarly, the PurpleTeal solution helps clinical study volunteers do a better job of following the study protocols. In both cases, we measure the adherence success of each person by assigning them a **PurpleTeal Score** based on their adherence behavior.

Better Adherence leads to significant ROI for employers, health plans, and pharmaceutical organizations. Please visit www.purpleteal.com to find out more.

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