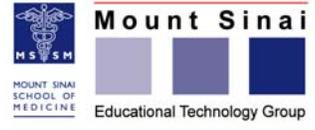


## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

**Mount Sinai School of Medicine Successfully Delivered and Installed the First Five “Pilot” Systems for the Knowledge Net Interactive Computer Based Educational Kiosk Initiative in Chicago, IL. and Hartford, CT.**

**New York, May 1, 2006** - Mount Sinai School of Medicine’s Educational Technology Group (**MSETG**) successfully delivered and installed the first five “pilot” systems for the **Knowledge Net** interactive computer based educational kiosk initiative in Chicago, IL. and Hartford, CT.. This initial phase totaling 25 computer systems is to be expanded to a network of Knowledge Net Barbershops totaling 100 by August 2006, 500 by December 2006, and 5,000 by yearend 2007. The objective is to create an interactive media network that will be able to effectively target any grass roots audience. The major significance is that we are able to talk not only about prostate cancer, but all of the other conditions (health and non-health related) of negative impact on these communities.

“The Prostate Net has been for the past 10 years in the forefront of delivering actionable and credible patient education and consumer awareness programs to interdict the negative impact of prostate cancer on our society. The Knowledge Net, places interactive computer systems in barbershops within minority and medically underserved communities to promote disease/health awareness, increase intervention education, promote barber-guided motivation to participate in the healthcare process and create an on-going conduit of communication between the patient and professional communities” says Virgil Simons, Founder and President of The Prostate Net.

MSETG was commissioned with the software development, and technical deployment, of these patient-focused interactive Knowledge Net educational kiosk systems, supported by broadband internet access that would:

- **Deliver** editorial content via “push” technology of videos, selected Web sites, educational surveys and “attract mode” video loops to inform the consumers.
- **Train** the community in using the Internet to gain health information to better understand disease risk, options for care and quality-of-life concerns.
- **Create** community discussion/training modules as basis for Health Forums (or other informational programs) in-shop lead by medical center outreach personnel or the barber.
- **Provide** a barbershop-centered wireless node for the community for use of the Internet to gain information to enhance overall quality-of-life concerns.

The core objective of this program is to develop a nationwide, community-based intervention (and information) network of medical and healthcare professionals, social service agencies and committed lay health motivators that will:

- **Educate** the community consumers most at-risk of a diagnosis of prostate cancer as to disease specifics, evaluation options, treatment choice and quality-of-life concerns
- **Inform** the general community on other diseases of negative impact
- **Motivate** consumers to make informed choice as to healthcare treatment
- **Provide** the foundation for on-going health care information dissemination and interaction between the community and medical centers regarding other diseases of negative impact
- **Create** an interactive network with an audience of specific importance to sponsors with objectives of targeting that audience for product placement and/or market expansion

### **About Mount Sinai School of Medicine’s Educational Technology Group**

As a cutting edge high tech research and development team operating within the Department of Medical Education at the renowned Mount Sinai School of Medicine, the Educational Technology Group (**MSETG**) is forging the next generation of software and hardware products for Medical Education and beyond. Although our primary mission is developing solutions for the continuing education of physicians, the core functions of our products will ultimately be utilized for diverse applications such as defense, retail, entertainment, and clinical care. In addition to serving our parent institution, we also provide solutions to a broad range of clients including some of the foremost medical institutions in the world. The Educational Technology Group at Mount Sinai is the true embodiment of technology serving healthcare - shaping the future and benefiting society. The Mount Sinai Educational Technology Group offers numerous customizable solutions for event/ media production and content distribution. The following is a small sample of services provided:

- Interactive, kiosk based information delivery systems
- USB drive custom software development
- Clinical Competence testing systems
- Bio-Terrorism training systems
- Symposia event management
- CME Web development, online testing, and automated certificate fulfillment.
- Hosting, duplicating, and distribution via Internet; as well as CD, DVD, and more...
- Web Based Design, web based (flash) promotions.
- Live multimedia staging, script writing, AV preparation and graphic design.

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