

MaxMD and Southern Medical Association; two innovators form partnership.

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NEW YORK – July 30, 2007 - MaxMD, the official provider of .md domain names, has announced a new partnership with Southern Medical Association (SMA). SMA is the leading provider of Continuing Medical Education and services to physicians in the southern states and is the first independent medical association to partner with MaxMD by offering .md services to their membership.

"We are excited to work with SMA to help physicians get online in a cost-effective and professional manner. This partnership reinforces the demand for physician specific online tools that not only assist with day-to-day practice management, but also add credibility and legitimacy to physicians' online presence," commented MaxMD CEO, Scott Finlay.

Looking forward at medical trends and technology, SMA has pinpointed a few unique areas where they can assist in helping physicians with everyday issues without changing the way they practice. Furthermore, enabling them to strengthen relationships with patients, improve efficiency for staff, and enhance their value to colleagues. This is accomplished primarily with technology-based products and services including website development and now with MaxMD's suite of services and products.

"Now physicians partnering with SMA have access to tools that they can use to brand themselves, to validate their medical standing online to patients, and increase practice efficiencies, all while complying with the requirements of HIPAA," added Scott Finlay.

A .mdEmail account maximizes the level of security to help physicians address associated regulatory requirements, such as those found in HIPAA. Each .mdEmail account can communicate securely via an encrypted email or with any other .mdEmail account anywhere in the world securely without encryption because of MaxMD's unique structure. This will allow any member of SMA to brand themselves or their practice and communicate freely and securely anywhere over the web with patients, laboratories, insurance carriers and colleagues. .mdEmail will work with multiple email clients, so users won't have to switch.

"In today's world of technology, physicians need a strong presence on the web. MaxMD provides the perfect package for enhancing the physician presence on the web including a domain name personalized just for them; a .md registration package is the front door to their virtual practice." said SMA CIO, Randy Glick. "By bundling the .md domain registration with a free WebCard and a HIPAA compliant email address, a physician can have a strong web presence. Add an SMA website to this package, and a practice has a definite advantage over their competition."

ABOUT MaxMD

MaxMD, the official provider of .md domain names in the U.S. and over 90 countries worldwide, provides personalized, permanent and portable Web addresses for physicians, healthcare providers, medical associations, healthcare corporations, and medical institutions in the only Internet domain dedicated to the medical community. Additional offerings under development include specialized online medical resources designed to facilitate and enhance patient management and communication with healthcare providers in new and innovative ways. Visit www.max.md to learn more.

ABOUT SMA

Southern Medical Association (SMA) has been serving physicians' needs since its inception in 1906. SMA's mission is to enable physicians to practice the highest standards of medicine by fostering professional development and economic stability through education, services, collegiality, and leadership across multiple specialties. In keeping with the mission, SMA continuously researches new and improved ways to enable the physician to enhance their knowledge empowerment. Visit www.sma.org to learn more.

For additional information visit www.sma.org