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FOR IMMEDIATE RELEASE

HEALTHWYSE, LLC UNVEILS NEW BRAND DIRECTION, LOOK & FEEL WITH THE HELP OF BROOKLINE-BASED MARKETING AND DESIGN AGENCY

--Teplow Cucurullo Communications redesigns the HealthWyse logo and overall image for October Tradeshow--

Wilmington, Mass. (3 October 2007) -- HealthWyse, LLC of Wilmington MA is celebrating its 10th year of service to the Home Health, Hospice and Private Duty markets. HealthWyse will be exhibiting in Booth 1927 at the annual National Association of Home Care and Hospice (NAHC) conference in Denver, CO from October 7th through October 9th.

HealthWyse is making a number of new product announcements, as well as launching a major new branding initiative built around the tagline; "*HealthWyse works for you.*" Mike Kramer, CEO and co-founder of HealthWyse noted, "the new tagline and forthcoming advertising and branding initiatives reflect our core values as a company and our promise to the market."

HealthWyse is collaborating with Teplow Cucurullo Communications, LLC (TCC), a Brookline, MA based brand marketing and design firm, as its agency of record for the branding initiative.

Jon Teplow, president of TCC, says, "HealthWyse's new brand direction has a distinct look, feel, and message that successfully reaches their core audience and communicates their brand promise both visually and verbally. It's a pleasure for us to market HealthWyse's products because they are proven to deliver results."

In preparing for this year's NAHC exhibit, HealthWyse identified a number of unique business challenges that home care professionals face. Kramer noted, "Our products and service offerings have always focused on addressing these challenges. Our goal is to deliver results, outcomes, performance and choice to our clients. The theme of the NAHC conference exhibit this year will reflect a focus on how our solutions address everyday challenges for home care professionals; including clinical managers, agency directors, finance professionals, operating staff, and the clinicians and home health workers who serve patients every day."

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