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PROSITES LAUNCHES NEW WEBSITE SOLUTION FOR OPHTHALMOLOGISTS

Strategy Broadens ProSites Website Services in New Market

Temecula, CA – January 22 2007 – ProSites, Inc., the nation’s leading provider of high quality website design and Internet marketing services for medical and dental professionals, today announced a move to offer its premium website solutions and Internet marketing services to the ophthalmology medical market, effective immediately.

During a successful pre-launch in November, 2006, ProSites unveiled its Ophthalmology Website Solutions to an enthusiastic crowd at the American Academy of Ophthalmology (AAO) Conference, in Las Vegas, Nevada. The AAO is the world’s largest association of eye physicians and surgeons (eye opticians, optometrists and ophthalmologists).

Website solutions from ProSites offer ophthalmologists graphically compelling sites along with a means to expand their patient outreach and better manage their practices. Ophthalmologists everywhere can quickly and easily become their own webmaster and gain greater control over their finished website using the ProSites exclusive WebEngine technology.

Unique options allow doctors to select or revise their site styles and text, create custom pages, add photos, and access their website editor at any time 24/7. The service includes sophisticated search engine optimization (SEO) features that help boost the doctor’s placement on top search engines such as Google™, Yahoo® and MSN®. Doctors wishing to generate immediate traffic to their website can also participate in the optional Google AdWords campaign management program (pay-per-click).

“We’re very pleased to be entering into this new vertical market,” said ProSites CEO Lance McCollough. “Our 2007 strategy includes the addition of several new medical niches beyond the dental and plastic surgery fields. We spent many months preparing to launch our website solution to this market; everything from consulting with ophthalmic professionals to writing and proofing medically accurate Ophthalmology content. We also made a significant investment in an images library to create new site styles, and in our new trade show displays,” McCollough said.

About ProSites

ProSites, Inc. is the nation’s leading provider of high quality website design and Internet marketing services specifically tailored to the needs of medical and dental professionals. The company’s exclusive Web Engine technology fully automates the creation of high-end, graphically compelling websites that help doctors to market their practices on the Internet and attract new patients. In addition to an excellent collection of patient oriented content, the websites also include interactive features that help streamline patient communications and online appointment requests. Headquartered in Temecula, California, ProSites is a privately held corporation. For more information visit www.prosites.com or call (888) 932-3644.

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