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**New CEO and CFO head leadership team at Heartland Information Services**

*Team of Jerry C. Cirino and Brett S. Himes together again; aimed at growth*

**TOLEDO, Ohio, August 20, 2007** – Jerry C. Cirino has been appointed President and Chief Executive Officer of Heartland Information Services by its Board of Directors. Heartland is majority-owned by Beecken Petty O’Keefe & Company (BPOC), a Chicago-based private equity firm focused on healthcare.

In joining Heartland, Cirino once again teams with Brett S. Himes, who has also been named Chief Financial Officer. Previously, Cirino and Himes worked together as CEO and CFO of SourceOne Healthcare Technologies, a billion dollar healthcare technologies company where they merged and integrated the cultures of two separate firms.

“We are very pleased to attract leaders with the experience of Jerry and Brett to Heartland. With their combined proven track record in both private equity and large public company settings, as well as extensive experience in healthcare and global operations, they will be a tremendous asset in leading the company and meeting our aggressive goals for growth,” says David Beecken, Partner at BPOC.

Cirino and Himes both have more than 20 years of experience in high technology growth and restructuring environments. Cirino previously served as President and CEO of Imalux Corporation and SourceOne, as well as Executive Vice President of Marconi Medical Systems (formerly Picker International). In addition, Cirino serves on a number of boards of publicly traded companies including Imaging Dynamics Company and Urologix, Inc. Himes worked with Cirino as the Executive Vice President and CFO for SourceOne; previously, he served as Senior Vice President and CFO for McKesson Medical-Surgical Division.

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## Heartland leadership, page 2

“Heartland is a company with an outstanding leadership team and strong brand equity. The company has experienced solid growth and has great potential,” says Cirino. “We will continue to build on that momentum to achieve even more rapid growth. Brett and I will work together to enhance Heartland’s profitability, and to identify both organic and strategic growth opportunities.”

Heartland’s previous CEO, Dennis Paulik, will continue with Heartland as Executive Vice President of Business Strategies. In this role, Paulik will be responsible for national accounts, business development and brand optimization, and will report directly to Cirino.

The balance of Heartland’s leadership team includes:

Cathy Clemons, Executive Vice President of Global Operations

Mahendra Singh, Senior Vice President of India Operations

Bill Horn, Vice President of Sales and Marketing

Colleen Neidert, Vice President of Human Resources

Ruth Brown, Vice President of Information Services

Heartland Information Services specializes in high-quality, full-service transcription providing financial and service advantages that help its clients reach or exceed goals. Heartland provides unparalleled efficiency, reliability and management capabilities while interfacing with virtually any health information system and software. Heartland’s corporate headquarters is located in Toledo, Ohio, with work centers in Bangalore, Chennai, Mumbai, Pune and Delhi, India.

Beecken Petty O’Keefe & Company (BPOC) is a Chicago-based private equity management firm founded in 1996 to invest in middle-market buy-out transactions, recapitalizations, and growth platforms in the health care industry. BPOC manages nearly \$600 million in equity commitments.

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