

The American Red Cross and MyRapidMD Corp sign Strategic Alliance

Santa Monica, CA Monday October 26th 2009: MyRapidMD Corporation www.myrapidmd.com and the American Red Cross www.redcross.org are pleased to announce their strategic partnership. This involves raising awareness of and for MyRapidMD's award winning Emergency Service Profile (ESP) cell phone application and helping to raise funds for the American Red Cross's many disaster relief programs.

ESP helps individuals and families be prepared for that in case of emergency moment by having the right information at the right time. And what better device to have this information stored on than the one thing we all have with us, the cell phone.

MyRapidMD has created a special promotional code **ARCSM**, which when used to sign up for the ESP cell phone application and service will provide a 20% discount. Additionally, the Santa Monica chapter of the American Red Cross will receive a donation equal to 20% of the sale price when this promotional code is used. Once you have installed ESP on your cell phone you will receive four reminders a year to update your ESP information, at least once a year this update will also remind you to donate blood.

People can sign up to install MyRapidMD's ESP application on their cell phones at: www.myrapidmd.com

Mr. Mark White, President MyRapidMD and Mr. John Pacheco Executive Director American Red Cross of Santa Monica, both agreed that partnering with the American Red Cross was strategically a logical decision.

"This is such a natural fit for us as an organization. Emergency preparedness is our business and the more people that put MyRapidMD's ESP application on their phone the better prepared we will all be. We plan on working closely with MyRapidMD, which will include making ESP part of our emergency preparedness training programs, informing the local community and other emergency preparedness organizations about the ESP application and service. MyRapidMD and the ESP application are all about being prepared, and so is the American Red Cross said Mr. John Pacheco."

"We're thrilled to be working with the American Red Cross said Mr. White, and look forward to strengthening and building upon this relationship as our business grows. We too saw this as a natural fit for our company and the opportunity to get involved and help one of the globes most giving organizations was as obvious to us as it was to the Red Cross. These are exciting times for us as a company."

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About The American Red Cross of Santa Monica

The Santa Monica Chapter of the American Red Cross is a humanitarian service organization. Our volunteers and staff have a committed belief in the values of doing good for all people in our community. We are the standard of excellence in alleviating human suffering, providing relief to victims of disasters, and helping people prevent, prepare for, and respond to emergencies. We are proactive in furthering our mission which is consistent with the American Red Cross congressional charter and the fundamental principles of the International Red Cross Movement. Contributions to the American Red Cross, a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code, are deductible for computing income and estate taxes.

About MyRapidMD and the Emergency Service Profile application.

Closely held MyRapidMD is a mobile software developer focusing on health and safety applications. The company's first offering, ESP was designed in concert with Firefighters, Paramedics, Emergency Room Nurses and other first responders. The ESP mobile application makes the cell phone an efficient and effective emergency information tool at emergencies. Once installed on the cell phone the ESP service does not require a service connection. This is especially beneficial if the victim is unconscious, incoherent, incapacitated, has trouble with the English language or in multiple victim scenarios. MyRapidMD's ESP has multiple backup systems in place, including a 24/7 automated call center, to deliver your emergency information should your phone be lost or broken during an accident or emergency.