

OAKSTONE MEDICAL PUBLISHING **PRESS RELEASE**

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FOR IMMEDIATE RELEASE

OAKSTONE PUBLISHING LAUNCHES *ORTHOPAEDIC PRACTICE* *MANAGEMENT* NEWSLETTER

Oakstone Publishing's *Orthopaedic Practice Management* is the first publication focused on the unique management challenges and opportunities faced by orthopaedic surgeons and orthopaedic practice administrators.

BIRMINGHAM, June 3, 2008 -- Oakstone Publishing, a leading provider of audio and print information products and continuing medical education for physicians, has launched a monthly newsletter to address the practice management challenges of orthopaedic surgery practices. *Orthopaedic Practice Management* provides specialty-specific guidance, expert advice, how-to strategies, and real-world case studies focused on management issues faced by orthopaedic surgeons and orthopaedic practice administrators.

Orthopaedic Practice Management is designed to fill a void in orthopaedic practice management information and advice available for orthopaedists and orthopaedic practice administrators who have had to rely on generic guidance," said Oakstone Medical publisher Dean Celia. "Oakstone has been providing high quality specialty specific clinical information for more than 30 years."

Orthopaedic Practice Management is subscription-based and accepts no advertising. The newsletter is devoted to helping orthopaedic practices improve their performance, using a hard-hitting journalistic style that delivers detailed, how-to recommendations on key issues, drawing on the advice of experts and orthopaedic consultants. Critical topic areas include:

- * Expansion through the addition of ancillary services and facilities
- * Achieving growth through practice marketing and referral-building
- * Building volume with profitable insurance, government, and employer contracts
- * Avoiding liability and complying with complex regulations
- * Boosting revenue through improved orthopaedic coding, orthopaedic medical billing, and collections procedures
- * Slashing operating costs and increasing productivity
- * Assessing new technologies for practice growth and efficiency, including orthopaedic billing software

Edited by award-winning veteran health care journalist, Marie Powers, *Orthopaedic Practice Management* boasts a distinguished editorial advisory board of leading orthopaedists, practice executives, and orthopaedic consultants, including James H. Herndon, MD, MBA, past president of the American Association of Orthopaedic Surgeons and professor of orthopaedic surgery at Harvard Medical School; William R. Pupkis, CMPE, CEO of Capital Region Orthopaedics, Albany, NY, and president-elect of the Medical Group Management Association's Orthopaedic Practice Assembly.

"We are confident in this new publication's ability to make a positive impact on the management of orthopaedic practices, and in its ability to offer real-world strategies and tactics focused on practices' unique needs," Celia said.

Oakstone Medical Publishing is offering a free, no-obligation three-month trial subscription upon request. To order a trial subscription, call 800-633-4743, go to www.CMEonly.com/opm, or e-mail your request to customerservice@oakstonepub.com.

About Oakstone Medical Publishing:

Oakstone Medical Publishing, a Hights Cross Communications company, is a major publisher of continuing education materials for physicians, dentists, and allied health professionals. Oakstone works with distinguished medical societies and academic medical centers throughout the United States to provide more than 200 CME programs in nearly 40 specialty areas. Oakstone Medical's primary product lines include summaries and critiques of journal articles in audio, print, electronic, web, and multimedia formats, as well as video and audio programs that help doctors prepare for board certification and recertification exams and master the latest clinical procedures. For additional information, visit www.cmeonly.com and www.cmeinfo.com.

About Hights Cross Communications:

Founded in 1997 and based in White Plains, NY, Hights Cross is a leading developer and publisher of products for the kindergarten through twelfth grade, or K-12, supplemental education, library, and medical education markets. Hights Cross imprints include: Sundance/Newbridge Educational Publishing (Northborough, MA), Triumph Learning (New York, NY), Buckle Down Publishing and Options Publishing (Iowa City IA), Recorded Books (Prince Frederick, MD), and Oakstone Publishing (Birmingham, AL). For more information visit www.hightscross.com.

Safe Harbor Statement: This press release contains forward-looking statements. In some cases, you can identify forward-looking statements by terms such as "may," "will," "should," "could," "would," "expect," "plan," "anticipate," "believe," "potential," and similar expressions intended to identify forward-looking statements. These statements reflect our current views with respect to future events and are based on assumptions and subject to risks and uncertainties. These risks, uncertainties, and other factors may cause our actual results, performances, or achievements to be materially different from those expressed or implied by our forward-looking statements. Factors that may cause our actual results to differ materially from our forward-looking statements include, among others, changes in external market factors, changes in our business or growth strategy, or an inability to execute our strategy due to changes in our industry or the economy generally, the emergence of new or growing competitors and various other competitive factors. In light of these risks and uncertainties, there can be no assurance that the events and circumstances described in forward-looking statements contained in this press release will in fact occur. You should read this press release completely and with the understanding that our actual results may be materially different from what

we expect. We will not update these forward-looking statements, even though our situation may change in the future. We qualify all of our forward-looking statements by these cautionary statements.