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Chris Peasner Joins MedPricer as Chief Executive Officer

GUILFORD, CT (January 2011) – MedPricer.com, the leader in cloud-based e-Sourcing services for healthcare contracting, announces the hiring of Chris Peasner as Chief Executive Officer.

Mr. Peasner will focus on setting and implementing company strategy, managing the company's leadership team, and growing the company's service lines and market share.

Prior to joining MedPricer, Mr. Peasner was a co-founder of Broadlane, Inc., and a member of its executive leadership team from 1999-2006. He then founded PHRA, the industry-leading GPO consulting firm, assisting hospital and health systems in selecting and managing their GPO relationships.

“Chris’ familiarity with the economic challenges hospitals are facing and his background in helping IDNs solve those problems made him an ideal candidate for the CEO role at MedPricer,” said Lester Grant, Sr., Chief Strategy Officer and Founder of MedPricer. “His experience in leading fast-growing companies will be extremely valuable as MedPricer pursues an aggressive growth plan. We are thrilled to have him on board.”

About MedPricer

MedPricer provides an e-Sourcing solution designed for the unique requirements of the healthcare supply chain. The company's cloud-based negotiation platform provides the flexibility to source nearly every expense category in a hospital, allowing clients to negotiate contracts during a live-bid process. The MedPricer e-sourcing process ensures the best terms and value from current and prospective suppliers. The company's executive team has more than 100 combined years of experience in sales of capital and disposable equipment to hospitals and private practices, as well as buying groups. www.medpricer.com

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