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## For Immediate Release

May 15, 2007

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### ReachMD to Launch Allergy News Program in May

ARLINGTON HEIGHTS, IL – In collaboration with the American College of Allergy, Asthma and Immunology (ACAAI), ReachMD will launch a monthly show May 28, it was announced today. “Hot Topics in Allergy” will focus on allergic diseases, including asthma, and will air exclusively on XM’s ReachMD channel (XM 233) for medical professionals.

The short-form program will highlight articles and key studies from the ACAAI medical journal, *Annals of Allergy, Asthma & Immunology*, as well as related literature reviews from its publication *AllergyWatch*. Content from the ACAAI Annual Meeting scientific programs may also be adapted for future broadcasts.

“We are pleased to announce that ReachMD has identified the American College of Allergy, Asthma and Immunology for the relevance of its content across the entire medical community,” said ACAAI President Dr. Daniel Ein. “ReachMD provides the perfect platform for the medical community to exchange ideas with busy, practicing clinicians to improve patient care.”

ReachMD debuted on the XM lineup in March 2007 as the first and only satellite radio channel of its kind. Developed by health care professionals exclusively for health care professionals, the ReachMD channel offers breaking medical news, roundtable discussions, and other unique medical programming 24 hours a day, seven days a week. To accommodate the increased demands on today’s health care professional, ReachMD features compelling, short-form programming, providing new information every 15 minutes.

#### About ReachMD

ReachMD, headquartered in Northbrook, Illinois, is a leading provider of advanced healthcare information and education for medical professionals. The company's proprietary technology provides the most up-to-date healthcare information in the field through cellular phone, satellite radio and on-line programs. This technology allows healthcare professionals access to the latest information in best practices and new advances in treatment and delivers this information through convenient and accessible technologies. For more information, visit [www.reachmd.com](http://www.reachmd.com).

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## About ACAAI

The American College of Allergy, Asthma and Immunology (ACAAI) is a professional medical organization headquartered in Arlington Heights, Ill., that promotes excellence in the practice of the subspecialty of allergy and immunology. The College, comprising more than 5,000 allergists-immunologists and related health care professionals, fosters a culture of collaboration and congeniality in which its members work together and with others toward the common goals of patient care, education, advocacy and research. For more information, visit [www.acaai.org](http://www.acaai.org).

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