



**April 6, 2010, New York**

Dear Educational Partner:

CM Education Resources, LLC, winner of the National eHealthcare Organizational Commitment Award for 2009, is pleased to announce that it is the first—and perhaps, currently, the only—medical education and communications company to make full-service, Continuing Medical Education (CME) programs available on the just-released Apple® iPad®.

Although the Apple iPad®, as you may have read, does not currently support Adobe Flash® technology, CM Education and its engineering partners at ORLIVE.com have successfully re-purposed its web-based CME programs so that they are fully functional on the new iPad® platform. We have dubbed this new development, "Medical PADucation."

If you, a colleague, or a friend has access to an Apple iPad®—or you have an Apple store in your area—we encourage you to pick up an iPad®, log on to **The iQ&A Medical interactive Medical Intelligence Zone** (<http://www.iQandA-CME.com>), and access the iQ&A Medical Intelligence Zone on Sepsis.

On this remarkable platform, with just a touch here and a swipe there, you will be able to: (1) see and hear 12 world leaders from the disciplines of critical care, infectious diseases, and immunobiology answer FAQs about sepsis; (2) submit questions to the iQ&A Medical Intelligence Zone; AND, (3) register to take your CME test online on the iPad, and receive your CME certificate!

With more than 300,000 iPads® sold on the first day of launch, we estimate that within one year, there will at least 160,000 - 190,000 physicians who are iPad-wired; and that the ability to bring video-based medical education to the iPad will at

least triple the number of physician engagements with CME programs executed by CMEducation Resources.

We are proud to be a pioneer and innovator in the rapidly evolving area of medical education, and we look forward to keeping you abreast of exciting developments in this arena, which will likely redefine the nature, opportunities, and impact of CME for the professional medical community.

Kind regards,

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