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COMPLIANCE COACH®

Compliance Coach to Host Free Webinar for Hospitals, Doctors and Dentists and Others to Demonstrate How to Comply with the Red Flags Rule in Hours Instead of Weeks or Months

Compliance Coach's CEO will demonstrate how a hospital or other health care provider can comply with the Red Flags Rule quickly and easily before the May 1, 2009 deadline

SAN DIEGO (March 23, 2009) - Compliance Coach Inc., a provider of automated regulatory compliance solutions, today announced that its chairman and CEO, Sai Huda, will be hosting a 60-minute webinar detailing how hospitals, physicians, dentists and other health care providers can quickly comply with the FACT Act Identity Theft Red Flags Rule ("Red Flags Rule") without spending significant time or money.

Recently the Federal Trade Commission (FTC) issued a letter to the American Medical Association (AMA) reaffirming that hospitals, physicians and other health care providers do, in fact, have to comply with the Red Flags Rule. The Red Flags Rule requires creditors (including qualifying health care providers) to develop and implement a written identity theft prevention program. While the FTC will not enforce compliance of the rule until May 1, 2009, it is prudent for medical providers to attain compliance quickly in order to mitigate non-compliance risk from plaintiff lawsuits.

Recently, Compliance Coach conducted a survey of 100 hospitals across the United States to assess the level of preparedness and compliance with the rule. The survey revealed the following:

- 91% were not yet in compliance with the rule.
- 73% were surprised to find out that the rule applied to them.
- 60% indicated it would cost them more than \$10,000 to comply.

The free 60 minute instructional webinar will be held on Wednesday, April 1, 2009 at 11 am Pacific (2 pm Eastern). Registration is now available at: www.compliancecoach.com/redflags.

The webinar will illustrate the latest identity theft schemes being perpetrated at hospitals and physician offices and will reveal the common red flags being missed to prevent such crimes. Also to be covered, will be the five best practices to attain and maintain compliance quickly and inexpensively. The webinar is complimentary for all hospitals, physicians, dentists, other health care providers and for members of the press.

About Compliance Coach

Compliance Coach Inc., is a leading provider of automated regulatory compliance solutions. Seven of the top 10 banks and hundreds of financial institutions and other creditors throughout the U.S. rely on

-- More --

Compliance Coach's solutions and services to mitigate compliance risk.

Compliance Coach provides risk assessment software, e-learning and other tools to enable compliance with applicable laws and regulations. Its products and services are supported by an in-house team of nationally recognized legal, compliance and technology experts. Earlier, Compliance Coach launched CompliancePal, a revolutionary Web-based software that uses a unique five step system to enable compliance with the new FACT Act Identity Theft Red Flags Rule, quicker and easier.

The company is privately held and venture capital backed by top 10 banks such as Wells Fargo, Bank of America & Citigroup. It is based in San Diego, California and has a regulatory relations office in Washington, D.C. For further information, visit <http://www.compliancecoach.com>.

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