



## FOR IMMEDIATE RELEASE

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## REACH AIR MEDICAL EXPANDS WITH THREE NEW HIRES

### Santa Rosa, Calif. - June 13, 2008

REACH Air Medical Holdings, Inc. announced the hiring of three key managers who will play a role in the continued growth and success of their companies, REACH Air Medical Services of California and Air Angels of Illinois.

"REACH is proud to welcome this dynamic group of highly qualified professionals to our team," said Jim Adams, CEO of REACH Air Medical Services. "As we continue to expand our operations, we are confident that their leadership will take REACH to new heights."

REACH announces the following new management team members:

- Ken Di Lillo joined REACH as Chief Financial Officer. Previously, Di Lillo served as Vice President of Finance for International Coffee & Tea, LLC, overseeing more than 650 specialty coffee houses worldwide. Prior to that he served as Vice President – Finance and Chief Accounting Officer for the American Restaurant Group, Inc. in Southern California. In addition, Di Lillo worked for multinational corporations including Eaton Corporation, Leaseway Transportation and Nissan Motor Acceptance Corporation. He earned his bachelor's degree in business administration from Cleveland State University and is a licensed Certified Public Accountant. In his new role, Ken will direct all financial responsibilities of REACH from treasury and financial reporting to analysis. His main focus will be to expand the company's funding structure to support future growth and to develop the finance team.
- Gary Feldman, Business Development Director, has extensive experience in strategic marketing and business development. Prior to joining REACH, he was Partner and Vice President of Strategic Marketing and Development for Critical Air Medicine, Inc. In his 18-year tenure with the organization, Feldman increased sales from \$3 million to \$40 million and positioned the organization as one of the largest independent air medical transport services in the United States. During the past three years, Feldman served as a consultant to Air Medical Group Holdings, providing strategic business development for both rural community-based and traditional health system-based critical care helicopter programs. He holds a bachelor's degree in communications from the University of New Mexico. At REACH, Feldman will be responsible for all business development including the establishment of new program operations and strategic health partnerships for the company's medical transport services. Feldman will also develop REACH's Partnership Integration programs and hybrid air medical transport programs specifically branded and designed for tertiary health care systems.
- Rhoann Ponseti, Director of Marketing, joined REACH following a career in the advertising and marketing fields. As a marketing strategist, creative director and copywriter, she started and developed several companies including Ponseti & Partners, a firm specializing in database marketing with national clients such as Levi-Strauss and Red Wing Shoe Co. Previously, Ponseti served as Director of Marketing for the *New York Times*-owned *Press Democrat*. At REACH, she will oversee all aspects of the company's branding, expanding the company's membership program, REACH for Life, as well as marketing and advertising needs in each of the communities REACH and Air Angels serves.

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**REACH Medical Holdings, Inc.**, is the parent company of REACH Air Medical Services and Air Angels. REACH, headquartered in Santa Rosa, California, supports operations in Concord, Lakeport, Lodi, Marysville, Redding, Sacramento, and Santa Rosa, California as well as Corvallis, Oregon. REACH provides air medical transport services utilizing rotor- (helicopter) and fixed-wing (airplane) aircraft regionally, nationally and worldwide and has performed more than 38,000 air ambulance missions since its inception in 1987. REACH offers a membership program, REACH for Life; a primary benefit of membership is the guarantee of no out-of-pocket expenses when members are transported by REACH or a REACH service partner within the areas served. REACH has been accredited by the Commission on Accreditation of Medical Transport Services (CAMTS) since 1998.

Air Angels, headquartered in Northern Illinois, provides service to residents in Northern Illinois, Southern Wisconsin and Northern Indiana. Air Angels provides air medical transport utilizing rotor-wing (helicopter) and critical care transport ground ambulance services.

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