

Novant Health Selects Arbortext Multichannel Publishing Solution for Cardiovascular Institute Patient Education Material

Arbortext and Health Language collaborate to provide healthcare application that delivers patient education material to 2.2 million people

ANN ARBOR, Michigan and AURORA, Colorado – October 29, 2001 – Arbortext, Inc. and Health Language, Inc., today announced they have entered into an integrator agreement to develop and deliver a multichannel publishing application to the healthcare industry. The first customer, Novant Health's Cardiovascular Institute, will use the XML-based application to publish patient education material to print and the Web.

"The first phase of this application is the launch of the Presbyterian Center for Preventive Cardiology," said Douglas Smith, Director of Internet Technologies for Novant Health. "We required a system that enabled our subject matter experts to develop patient education material for distribution to a variety of media in a very short time frame. Working together, Arbortext and Health Language provided us with what we needed today and gave us the ability to expand the scope of the project when desired."

Arbortext integrated Health Language's Cyber Language Engine (Cyber+LE) software with its XML-based Epic authoring and publishing software. Cyber+LE enables an author to search and use healthcare terminology from different information sources that contain dissimilar medical and drug vocabularies. Through the combination of Arbortext's Epic Editor and Epic E-Content Engine (E3), authors are able to capture, create and publish customer-facing information automatically from a single source to multiple media, including the Web, print, CD-ROM and wireless devices.

Said George T. Schwend, President and COO of Health Language, Inc., "We are delighted Arbortext chose our unique healthcare language engine technology to integrate with their XML-based single-source, multichannel publishing software to deliver this healthcare application to Novant Health."

Said PG Bartlett, Vice President, Marketing for Arbortext, "Health Language and Arbortext worked closely together to develop this application for the healthcare market. Novant Health is the first of what we expect to be many healthcare facilities to implement the application to provide fresh, consistent and up-to-date information to their customers."

About Arbortext

Arbortext is the only global provider of XML-based software that enables the creation, editing and publishing of information to multiple media types – Web, print, CD-ROM, wireless – from a single source of content. Shipping since 1991, Arbortext's standards-based software supports technical publishing, reference publishing and catalog publishing applications that enable enterprises to provide more accurate, cost-efficient, complete, timely, consistent and usable information on all media. Arbortext's software is installed at over 3,500 customers, including over 300 of the Global 2000 companies. Current customers include American Express, Audi, Boeing, British Aerospace, Caterpillar, DaimlerChrysler, Ericsson Telecom, Ford, GM, IBM, Lucent, Nokia, Nortel Networks, PeopleSoft, Pfizer, Qantas, Ricoh, Sun Microsystems, International Thomson Publishing, United

Airlines, Volkswagen, Volvo and West Group. Arbortext is a founding member and active participant in the XML Activity of the World Wide Web Consortium (W3C). Headquartered in Ann Arbor, Michigan, USA, Arbortext has offices around the world. For more information please visit <http://www.arbortext.com>.

About Health Language Inc.

Founded in 2000, Health Language, Inc. is the only global software infrastructure company that services the healthcare industry with a patent-pending meta-modeling technology capable of handling information from all the languages, specialty data and coding standards of healthcare. Cyber+LE, the company's product, provides a common medical knowledge management system across disparate healthcare information systems, languages and standards allowing for comprehensive integrated and intelligent management of all health data. Health Language, based in Aurora, Colorado, is a CyberPlus Company (www.cyberplus.com). Further information

Contacts:

Beth Ambaruch
Arbortext, Inc.
+1 734.327.6014
bea@arbortext.com

Steve Jensen
Phase Two Strategies
+1 415.772.8403
sjensen@p2pr.com

Christopher Little
Health Language
+1 978.463.7876
cschl@healthlanguage.com