

PRESS RELEASE
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A breakthrough for Medixine in France: partnership with Orange

Finnish Medixine Ltd has signed a significant cooperation agreement with French leading telecommunication group Orange, which provides e- services for the health sector. Medixine's e-booking system aimed for health professionals will be one of Orange Healthcare's key products for GPs.

The e-booking system allows patients to book appointments with their GP's on-line over the Internet (24h/7). The system also automatically reminds the patients by sending an SMS the day before the appointment. The e-booking system significantly facilitates the management of daily appointments saving the health professionals' time. At the moment around 70 percent of the 120,000 independent GPs in France manage their patients' bookings themselves.

"Orange Healthcare, a driving force of e-Health in Europe, is glad to have chosen Medixine as their solution provider for the e-booking application that is now launched first in France and then in other European countries. It is a vivid example of how state-of-art technology and communications can simplify the interactions between doctors and patients, at the doctors' office, at home or in mobility", explains Eric Le Bihan, Vice-President of Orange Healthcare, the health division of the Group.

Orange Healthcare aims to get a significant part of the independent health professionals' market in France using the e-booking system by 2010.

Medixine's services in high demand on the European market

E-care services in France are not as developed as in some other European countries, though France faces the same population issues.

"Healthcare costs and the number of elderly people are increasing all over Europe and the healthcare sector is intensely looking for solutions to save time and money. Currently many companies are offering various kinds of e-care services on the market. Medixine's partnership with Orange is an excellent result of persistent work," says Finpro's Heli Pasanen-Zentz, who has worked with Medixine in France for several years.

Medixine's Chief Executive Officer Tapio Jokinen is confident that the cooperation agreement with Orange Healthcare is highly significant:

"Orange is one of the first big European players to move forward into e-care on a larger scale. Medixine is proud of having been selected as one of Orange's key partners in this field. With Orange Healthcare Medixine can truly take advantage of its 10 years experience in providing new e-health services for international markets".

In addition to the e-booking system, Medixine covers a wide range of other e-care solutions. The company has delivered similar demanding e-booking systems to Finland and the UK. In total, Medixine's solutions are used in 16 countries.

For more information, please contact:

Tapio Jokinen, CEO Medixine Ltd

Tel: +358 9 4520 020, email: tapio.jokinen@medixine.com

ORANGE

Orange is the leading brand of France Telecom, one of the world's major telecommunications operators. France Telecom had more than 170 million customers over five continents at the end of 2007, including two-thirds under the Orange brand. The Group generated a consolidated turnover of €52.9 billion in 2007. On 31 December 2007, the Group had 109.6 million mobile customers and 11.6 million broadband customers.

Today more than ever, information technologies have deeply modified the way of working and of communicating; with for objective being better organized in order to offer a more competitive service to the patients. Organization in network, remote dialogue, tele-expertise, new tools of information and communication via internet...The sector of health knows a fast technological change with direct consequences on the daily work of the health professionals concerned: doctors, nurses, ambulance men, hospitals, private clinics, laboratories, ancillary medical and networks of health.

Thanks to its teams R&D, France Telecom Orange has developed many solutions intended to facilitate and improve daily acts of the health professionals, but also to meet the needs for general public. These offers result from technological innovations and answer the obligations of the medical world.

MEDIXINE

Medixine is a software house that specialises in multimodal communication tools for the healthcare and wellness sector. The company's solutions include population-based health forecasting and reminder systems, expert-based scheduling and feedback systems and patient-based tools and systems. Medixine has over 10 years of experience in the field, and the company's solutions are used in over 16 countries.