



Press Release

FOR IMMEDIATE RELEASE

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Brown Rudnick Represents Sermo -- the Largest Online Physician Community -- in Recent Deal with the American Medical Association

Boston, MA, June 13, 2007 – Brown Rudnick, a premier international law firm, represented Sermo, the largest online physician community, in its two-year agreement with the American Medical Association (AMA) aimed at improving medical practice, physician advocacy and patient care. In representing Sermo, Brown Rudnick's Corporate & Securities and Information Technology Practice Groups developed the licensing and service agreements between Sermo and the AMA.

On Sermo, thousands of physicians nationwide share everything from advice about treating an individual patient's unique symptoms to opinions on whether regulators should approve an experimental drug. Many of the discussions on Sermo circle back to policy issues mandated by groups such as the AMA. Through this new partnership, the AMA can now listen to the discussions on Sermo, post questions, and get feedback from physicians instantaneously.

As a trusted business and legal advisor, Brown Rudnick has a longstanding history of representing Sermo. In 2006, the firm handled Sermo's \$2 million Series A funding from Longworth Venture Partners, as well as the \$9.5 million Series B round led by SoftBank Capital in early 2007. The firm also provided counsel on employment matters including Sermo's non-disclosure agreement, consulting agreement, and employee and privacy policies. Additionally, attorneys from Brown Rudnick's Intellectual Property Group assisted with trade secret and copyright matters.

The CEO of Sermo, Daniel Palestrant, M.D., commented, "Brown Rudnick has been advising us since we were in our pilot phase. The firm's attorneys have an entrepreneurial mindset and a reputation for being deal-makers, and this has helped us succeed as a start-up in an emerging market. We look forward to a continued partnership as our company grows in size and stature."



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About Sermo

Launched in September 2006, Sermo is already the largest online physician community, ever. Sermo's Web-based platform provides a medium for physicians to aggregate observations from daily practice then — rapidly and in large numbers — challenge or corroborate each other's opinions. This forum accelerates the discovery of emerging trends and provides new insights into medications, devices and treatments. Through Sermo, physicians exchange knowledge with each other the minute it is learned and gain potentially life saving insights from colleagues as they happen instead of waiting to read about them in conventional media sources. Sermo harnesses the power of collective wisdom and enables physicians to discuss new clinical findings, report unusual events, and work together to improve patient care in a way never before possible. Through its unique business model, Sermo is free to physicians and has no advertising or promotion. Based on a system of information arbitrage, Sermo allows healthcare organizations, financial services firms and industry analysts to access the community's collective knowledge on a subscription basis. For more information, visit www.sermo.com.

About Brown Rudnick Berlack Israels LLP

Brown Rudnick is an international law firm with offices in the United States and Europe. The firm represents clients from around the world, providing business-focused solutions that address today's ever-changing, ever-demanding competitive marketplace. With an entrepreneurial and collaborative mindset, Brown Rudnick offers a broad slate of capabilities and talents in areas that include: Corporate & Securities, Information Technology, Finance, Intellectual Property, Healthcare, Government Law & Strategies, Real Estate, Bankruptcy & Corporate Restructuring, Complex Litigation and Energy. For more information, please visit www.brownrudnick.com.

The Brown Rudnick Center for the Public Interest is a measure of the Firm's strong commitment to the community and serves as an umbrella entity encompassing the Firm's pro bono legal work, charitable giving, community involvement and public interest efforts. For more information, please visit www.brownrudnickcenter.com.

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