



Strategic HealthWare Solutions

FOR IMMEDIATE RELEASE

BLUEWARE IS OFFICIALLY CERTIFIED AS A WOMEN OWNED BUSINESS

Certification by Women's Business Enterprise National Council will Bring Additional Opportunities to Growing Business

Cadillac, Michigan—July 23rd, 2008—BlueWare, Inc. has been certified as a Women's Business Enterprise by the Women's Business Enterprise National Council (WBENC) and the Michigan Women's Business Council.

Certification as a Women Owned Business will allow BlueWare to promote their offerings in areas that require a Women Owned Business or where minority status is a favorable route to business, such as public sector engagements. Certification will help BlueWare to gain visibility among buyers and decision makers in large corporations and the public sector.

The Women's Business Enterprise National Council is the nation's leading third party certifier of women's business enterprises for the private sector, according to the WBENC website. The certification is accepted by thousands of corporations within the United States as well as a number of federal and government agencies.

BlueWare has been Women Owned since December of 2007 when CEO Rose Harr became sole owner of the business. The certification process is both rigorous and stringent.

It has been through the influential leadership of the following women that BlueWare has achieved certification as a Women Owned Business.

Linda Denny, President & CEO of WBENC, said, "WBENC is pleased to have BlueWare Inc. as one of our outstanding certified women's business enterprises (WBE). The leadership that they have provided in electronic health record management is an excellent example of the innovation provided by many WBEs. WBENC looks forward to enabling them to better serve their customers. Our congratulations to Rose Harr and her entire BlueWare team".

Marsha Firestone, Ph.D., president and founder of the Women Presidents' Educational Organization added, "According to the Center for Women's Business Research, nearly 10.4 million firms are 50% or more owned by women, employing more than 12.8 million people, and generating \$1.9 trillion in sales. This is a resource that Fortune 1000 companies can not afford to ignore".

Julie R. Weeks, president and CEO of Womenable, a women's enterprise consultancy based in Empire, Michigan said, "Obtaining certification as a Women's Business Enterprise is an important step toward gaining entry to the large corporation marketplace--a key avenue for business growth. Research among women-owned firms has found that 30% of women-owned enterprises sell their products and services to large corporations, compared to nearly half of men-owned firms, making it the customer market with the largest gender gap.

BlueWare's recent certification as a Women's Business Enterprise places them in a rarified group of businesses, and makes them one of northern Michigan's largest certified WBEs".

Mary Cantando, Growth Expert at WomanBusinessOwner.com commented, "I'm thrilled that Harr has had the forethought to certify her woman-owned business through WBENC. While she and her company have always been very tech savvy, her certification is an indication of her business savvy as well!"

Monica Smiley, Publisher/CEO of *Enterprising Women*, the national magazine for women business owners noted, "Rose Harr is one of the top women entrepreneurs in the United States and a leader in her industry. WBENC certification will further strengthen her firm's ability to connect and do business with the Fortune 500 companies that consider this certification an important benchmark".

Rose Harr, President & CEO of BlueWare, Inc., said, "Positioning BlueWare for large accounts and public sector is a strategic move as healthcare becomes more driven by the federal government both nationally, and internationally in other countries such as the United Kingdom. Given the current headway in Health Information Exchange (HIE) amongst communities, regions, states, and even nations, being a certified Women Owned Business will help BlueWare secure a solid position to facilitate these exchanges and improve healthcare worldwide".

About BlueWare, Inc.

BlueWare is an international Strategic Healthware Solutions corporation located in Cadillac, Michigan. The development and marketing of software and hardware products specific to the healthcare industry is the major focus of our business. BlueWare develops and supports a family of software products, including the award-winning Wellness Connection, targeted at providing an on-line medical record for hospitals.

We employ a staff of highly skilled and certified professionals, teachers and healthcare leaders to perform in two distinctive areas, Industry Consulting and Product Specialization. Our associates are proficient in many healthcare related fields, and familiar with the issues of today's healthcare provider, distinguishing ourselves as a solution provider for the healthcare industry.

BlueWare's cause is noble, through our products we are committed to improving the quality of life for the people in the communities we serve. We strive to address the challenges and develop products that take into consideration the concerns of healthcare providers; security, cost, installation time and training. We are committed to the integrity of our service and to building relationships with our clients as they grow and prosper.

Our mission is to build upon the platforms in place of healthcare providers--by creating solutions for the interim and assisting our industry as it changes to further assist the medical patients. We are currently aggressively partnering with the Integrating Healthcare Enterprise (IHE) and the Electronic Health Records Vendors Association (EHRVA) to create interoperability between Electronic Health Records as we move to a RHIO based market.

For additional information about BlueWare, please visit www.blueware.us

For additional information about WBENC Certification, please visit www.wbenc.org

Contact:

Lindsay Rumohr
Marketing Manager
BlueWare, Inc.
3060 W. 13th St.
Cadillac, MI 49601
231.779.0224 x129
lrumohr@blueware.net
www.blueware.us

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