

FOR IMMEDIATE RELEASE

Contact: Steven Nuenighoff
617.581.6644
steve.n@adams-solutions.com

January 9, 2007

ADAMS Completes Website for MSM (Medical Solutions Management, Inc.)

Newton, Massachusetts—ADAMS is pleased to announce the completion of a new website for Medical Solutions Management, Inc. (MSM) (www.medsmi.com). Focused on providing claims management services to the healthcare industry, MSM's website has several functionalities to educate and serve medical practitioners. A services tour providing an outline of MSM's capabilities and login function allowing subscribers account access are two items that add interactivity to the site. ADAMS provided MSM with communications services including design concepts, content development, and website programming. Prior to the website's completion, ADAMS assisted MSM with positioning the company within the marketplace, designing a new corporate logo, creating new collateral pieces, and public relations management.

Brian Lesperance of MSM stated, "As a startup company, we hired ADAMS to be our outsourced marketing department. Their skill, experience, and know-how has not only given us outstanding support, but they've done it at a fraction of the cost of adding a marketing department."

About MSM: MSM (MSMT.OB) is setting new standards by creating total medical management solutions that enable practitioners to maximize durable medical equipment (DME) and pharmaceutical revenue through participation in an innovative, HIPPA compliant, billing, procurement, and reimbursement program while enhancing operating efficiencies and clinical best practices.

About ADAMS: With resolute client focus, ADAMS is a results-driven branding firm that helps clients achieve their goals by developing compelling work grounded in sound strategy. For nearly two decades, we have collaborated with clients across diverse industries to increase their visibility, credibility, and profitability through deliberate, multi-faceted, and creative communications.