



## For Immediate Release

# E-Z Frame Platinum customers receive special pricing on DataHealth data backup, storage and recovery services

Ashland, KY and Hillsboro, OR (June 15, 2010) — DataProtech, Inc. dba DataHEALTH™, a leading provider of online data backup, storage, and recovery to the healthcare industry nationwide, and First Insight® Corporation, a leading practice management and electronic medical records (EMR) software company, announced that they have entered into a co-marketing agreement.

**The co-marketing agreement between DataHEALTH and First Insight will qualify E-Z Frame customers to special pricing on data backup, storage, and recovery.** E-Z Frame customers can evaluate the service with a 30-day no obligation free trial. “DataHEALTH is looking forward to working with First Insight in providing their E-Z Frame customers with a top quality data protection along with exceptional customer service. E-Z Frame customers will have peace of mind knowing their invaluable data is safe and secure with DataHEALTH,” states James Dalton, President and CEO of DataHEALTH.

“DataHEALTH’s online remote backup, storage and recovery services offer E-Z Frame customers many advantages over traditional backup solutions,” adds Nitin Rai, President and CEO of First Insight. “Data is highly secure, stored off-site and kept current, and is easily accessible for restore. And the automated process reduces the need for additional hardware, software, and staff to perform the backup process—critical components needed for running a successful business without costly interruptions.”

### About First Insight Corporation

First Insight Corporation, based in Hillsboro, Oregon is widely recognized in the eye care industry as the most versatile and comprehensive practice management and EMR software company. The company’s focus has been to help doctors achieve a paperless practice through its flagship practice management and EMR software maximEyes, E-Z Frame Platinum optical software, optometry.net™ website builder ([www.optometry.net](http://www.optometry.net)) and paradEyes.com® ([www.paradEyes.com](http://www.paradEyes.com)) online ordering resource. MaximEyes helps thousands of eye care professionals increase revenue, reduce billing errors, improve patient retention, enhance office efficiency, and relieve the stress of impending regulatory standards. Since the company’s introduction in 1994, First Insight successfully supports more than 5,000 eye care professionals in North America. For more information about First Insight products, call 800.920.1940 or visit [www.first-insight.com](http://www.first-insight.com).

### About DataHEALTH

DataHEALTH, based in Ashland, Kentucky, is a worry-free online automatic data backup solution that has been providing peace of mind since 2000. DataHEALTH eliminates the risk of manual backups, faulty tapes or drives, improper tape storage, human error, and catastrophes such as fire and storm damage. DataHEALTH uses state-of-the-art EMC storage technology and Tier 4 data centers. All data is encrypted using US government standard for encryption (128-Bit AES). In addition, DataHEALTH is the only online backup provider to be fully accredited URAC HIPAA Security Business Associate. DataHEALTH also monitors customer’s backups with Backup Alert™ service. DataHEALTH supports over 5000 customers worldwide. For more information on DataHEALTH, call 888.656.3282, option 1 or visit [www.datahealthusa.com](http://www.datahealthusa.com).