



Press Release 10th May 2010

**Medi+Vend: product and service enhancements,
corporate reorganisation, strategic partnerships**

- **New Board and management structure, additional investment**
- **New manufacturing and logistics partner**
- **Release of new Medi+Data software v.2.0**
- **New Medi+Vend v.3.0 kiosk**
- **Network partnership with Orange**
- **Appointment of network specialist to oversee kiosk connectivity**
- **New customer support framework**
- **ISO 9001 accreditation**
- **relocation from Hull to dedicated offices at Cammax**

The Board of Engage Now is pleased to announce a broad range changes that have been introduced to improve significantly the company's product and service capability.

These changes have been focused on kiosk design and manufacture, kiosk connectivity, software functionality and data management, as well as measures designed to enhance post-installation service, customer support and client usage.

These enhancements have been supported by Engage Now being awarded ISO 9001 accreditation in April 2010.

The wide ranging improvements were overseen by a new Board of Directors who, in March 2010, made additional investment available to the company, together with the formation of a number of new strategic partnerships to enable PCTs to meet those targets set out in the national sexual health strategy in a way that reduces direct costs and improves performance.

Engage Now's new Board members have had significant experience of running private businesses delivering services to Government and public sector organisations, kiosk manufacturing and logistics, software development and customer support, as well extensive senior NHS management experience gained at commissioner level.

Engage Now is supported by a senior consultant gynaecologist and fellow of the Royal College of Obstetrics and Gynaecology, acting as the Board's medical adviser.

Summary biographies of the Engage Now Board are set out below.

Manufacture and logistics, kiosk development, relocation

Engage Now has appointed Cammax as its exclusive manufacturing and logistics partner with responsibility for installation and maintenance, kiosk upgrade and development.

Cammax is one of the United Kingdom's leading kiosk manufacturers and has produced and installed over 5,000 kiosks across the public and private sectors. Cammax operates from a

12,500 sq ft purpose-built, state-of-the-art manufacturing and office facility in Castleford, West Yorkshire.

Camax has now developed Medi+Vend v.3.0 on behalf of Engage Now, designed to ease re-stocking through the introduction of front-loading and removable doors, fabricated from lightweight aluminium. Medi+Vend v.3.0 will be available for delivery from the middle of June.

In order to capture the operational benefits that flow from working with Cammax, Engage Now will re-locate from its existing premises in Hull to a new, dedicated unit at Cammax's facility in Castleford, West Yorkshire. This will be completed by June, 2010.

Medi+Data v.2.0

Through the use of Medi+Data, Engage Now's proprietary software programme, the Medi+Vend service provides individual sexual health teams with online access to secure usage data. Following extensive development work, Medi+Data v.2.0 has now been released and includes additional functionality around data capture, analysis and reporting, online surveys and questionnaires and real-time informational content and editorial.

Network partnership with Orange

Engage Now has appointed Orange as its network partner to deliver broadband and network connectivity to Medi+Vend. Orange has more 3G coverage than any other UK network and its dedicated range of mobile connectivity methods has been tailored to suit Medi+Vend's mobile data technology platform.

As part of the partnering arrangement with Orange, Engage Now has appointed The One Point, IT network specialists, to manage the connectivity and network aspects of all kiosk installations across PCTs, including on-site surveys and customer IT team liaison, delivered to Prince 2 standards.

Customer Support Framework

Medi+Vend has been designed as a service to assist individual PCTs in the delivery of their overall sexual health objectives. As part of our approach to customer support, we have recruited additional Customer Relationship professionals to work more closely with sexual health teams post kiosk installation to generate increased usage rates across individual PCTs.

Engage Now is currently working closely with PCTs in order to refine and develop alternative registration methods and kiosk promotion within target user groups, the promotion of a user forum, as well as the development and implementation of Medi+Vend specific, social media and marketing initiatives.

For further information, please contact:

Nick Somper

Executive Chairman

07949 129 535

Nick@Somper.net

www.engagenow.net

Lucy Bateman

Services and Support Manager

01482 327 588

07957 560256

Lucy@engagenow.net

Julian Rooney

Director of Logistics and Manufacturing

01977 66 99 50

Julian.rooney@cammaxlimited.co.uk

Board

Nick Somper (Executive Chairman)

Nick has a background in finance, law and corporate planning and the successful operation of private businesses specialising in the provision of services to the public and private sectors. He was Chairman and Chief Executive of Trafficlink, the UK's leading provider of traffic and travel information to central and local government, broadcasters, and business. Trafficlink was sold in December 2007.

Julian Rooney (Director of Logistics and Manufacturing)

Julian is the Chief Executive and controlling shareholder of Cammax, Engage Now's manufacturing and logistics partner. Cammax is based in Castleford, West Yorkshire, and is one of the UK's largest kiosk manufacturers. Cammax has produced and installed over 5,000 kiosks across the public and private sectors and is at the forefront of vending and kiosk technology.

Huw Jones (Director of Strategy)

Huw was Executive Director of Commissioning and Service Improvement at Hull Teaching Primary Care Trust until 2008, where he led the development of a highly effective commissioning directorate. He has a proven track record of achieving service improvements and is a successful public sector senior manager with over 20 years experience working in provider and commissioning organisations as well as with other bodies (King's Fund and NHS Modernisation Agency).

Chris Baker (Finance Director)

Chris was Finance Director of Trafficlink and worked with Nick Somper to develop Trafficlink into a market leading business. Chris is a fully qualified chartered accountant with extensive experience of running the finance and governance functions in a number of private businesses.

Mal Williamson (Creative Director)

Mal was Senior Lecturer in Multimedia at the University of Lincoln and served for many years as a youth and community worker. He ran a successful video production company providing a variety of content to corporate and public sector clients including the Cabinet Office, NHS and education authorities. He is a peer reviewer for the Arts and Humanities Research Council and a qualified NLP Practitioner.

Dr Kate Guthrie (Medical Adviser)

Kate is a Senior Consultant Gynaecologist and Clinical Director of the Sexual and Reproductive Healthcare Partnership for Hull and East Yorkshire, a fellow of the Royal College of Obstetrics and Gynaecology and a fellow of the Faculty of Sexual and Reproductive Healthcare.



www.engagenow.net