



## Media Release

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### **Ellumen, Inc Expands Sales Leadership**

*Company Strengthens Position at the Veterans Administration, Departments of Defense and Health & Human Services, Reinforces Commitment to Corporate Development*

**ARLINGTON, VA– JUNE 3, 2010** - Ellumen, Inc., a provider of IT services and solutions to federal and commercial health enterprises, today announced key sales leadership additions as part of the company's substantial expansion plans. To support the company's growth efforts on behalf of federal and commercial health customers, Ellumen recently appointed Sara Luster as Vice President of Business Development and Marketing and Nichol Case as Director of Capture Strategy.

"We continue to make significant investments in our company's future and we recognize the value that our clients receive when working with professionals with strategic perspectives and extensive subject matter expertise in health IT. The addition of both Luster and Case allows us to build on partnerships with our clients and continue to work collaboratively to solve their most important challenges," said Michael J. Luby, Ellumen COO and co-founder. "We plan to expand our presence within our current customer base and explore new markets such as HHS. Combined with Ellumen's outstanding reputation from high profile projects such as the VA/DoD the bidirectional health information exchange (BHIE) initiatives our selection of these dynamic individuals should be a clear signal to the market that we are serious about the growth of our company. We're delighted to welcome professionals of this caliber to Ellumen."

A highly successful industry executive, Luster will focus on developing and executing Ellumen's sales strategy and implementing internal processes to support these activities. She brings extensive experience winning high impact deals across Health and Human Services (HHS), and will continue to leverage a partnership-focused approach with other successful, specialized businesses to achieve customers' missions. As an active member of multiple industry organizations, Luster understands the issues that customers face in this critical time in healthcare. Prior to joining Ellumen, Luster worked with SAIC where she was a business development manager for the company's Health Solution Business Unit. She has also led significant business development and marketing initiatives for large and small businesses and has supported IPOs, M&As, and strategic contract awards.

Case brings nearly 20-years of IT experience working for both Fortune 500 companies and boutique consulting firms. During a 5-year tenure as a senior capture manager for SAIC's Health Solutions BU, Case led teams pursuing multi-million and billion dollar strategic projects and successfully orchestrated winning bids for Military Health, Veterans Affairs, Centers for Medicare and Medicaid Services and other federal clients. Case's professional experience also includes Oracle services and license sales, enterprise architecture consulting and IT project management. Case will lead the company's strategic capture efforts and will be based in San Antonio, TX.

#### About Ellumen, Inc.

Ellumen, an innovative provider of IT services and solutions for federal and commercial health enterprises, specializes in the integration of electronic health records, clinical and business applications, and digital medical imaging within and across organizational boundaries. Architects of the bi-directional health information exchange (BHIE) for the DoD and VA, Ellumen helps clients prepare for the future of health information exchange (HIE) through clinical standards interoperability, data analytics and data security. Agility, responsiveness, and personal commitment to the needs of our customers are hallmarks of Ellumen's

projects, and our collaborative culture encourages teamwork and accountability among our employees. Ellumen is headquartered in Arlington, VA, more information can be found at [www.ellumen.com](http://www.ellumen.com).

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