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e-Zassi Software to Offer SEO Service of Med-tech Innovations for its Members

New Enhancement Increases Visibility of New Technologies Across the Web

FERNANDINA BEACH, Florida, August 19, 2010 – e-Zassi.com has expanded the capabilities of their patent pending InnoVision™ software so subscribers can post an informative, non-confidential summary of their innovation to the web. This abstract contains critical data on the technology and will be search engine optimized (SEO) to expand exposure of the technology beyond the over 4300 individuals and organizations within the e-Zassi medical device network.

This new feature will be valuable to individual and organizational creators of new technology who are looking for capital, or partners to assist with research, development or commercializing their technology. The summary will be integrated into an HTML page called a Technology Profile that will include the: name, medical specialty, overview paragraph, owner/researcher name and stage of maturity of the technology.

These pages will be search engine optimized to facilitate indexing by all major search engines and will contain no confidential information thereby insulating all parties from issues concerning intellectual property rights. Interested viewers will only have to complete a brief registration on the e-Zassi site where they can request access to the entire InnoVision Report from the owner/inventor of the technology. These public pages can be deployed as a new posting option by the owner of the idea and will be managed securely from within the e-Zassi application.

According to Peter von Dyck, CEO of e-Zassi.com, “Adding this new feature will now give innovators and inventors the ability to dramatically increase the reach of their idea and drive increased awareness for their technology. Instead of simply posting a licensing data sheet like many organizations, these pages have been optimized to allow better indexing by the major search engines increasing the chances that they will be found by partners.”

For additional information call 866.474.6328 or visit www.e-zassi.com.

About e-Zassi.com

e-Zassi.com offers subscription-based InnoVision software that enables medical device focused organizations to rapidly attract, screen and select the most synergistic and commercially-viable medical device technologies. It is simple to use, more cost effective than traditional methods and protects all parties from confidentiality risks delivering immediate competitive advantages. e-Zassi.com was spun off from Zassi Medical Evolutions®, a privately-held company with more than a decade of success in innovation and development in medical devices.