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e-Zassi to Publish the First Annual Guide to Medical Device Lawyers

FERNANDINA BEACH, Florida, September 6, 2011 – e-Zassi.com has announced it will publish the First Annual Guide to Medical Device Lawyers, Practice Groups and Law Firms around the world. The guide will be available in February 2012.

With so many law firm web sites flooding the Internet and relevant attorney profile pages hidden deep within these sites, it takes too much time, effort and resources for the medical device industry to find the best qualified lawyers to assist them in handling medical device related legal matters. To solve this problem and help busy medical device professionals and organizations choose the right legal partner, e-Zassi is aggregating and publishing the industry's most comprehensive source of information about medical device lawyers.

The guide will be uniquely organized by medical market specialty, practice type and geography to provide the burgeoning \$350B medical device market with an easy and fast connection to the best lawyers in the field. For medical device lawyers and practice groups, it's a unique opportunity to digitize and promote their skills, capabilities, relevant experience, representative matters, and achievements to an exclusive targeted audience of potential medical device industry clients whose legal needs continue to grow as healthcare reforms are implemented that affect key areas such as regulatory, patents and product liability.

The guide will be published and distributed to a global audience of medical device industry members and referring law firms. It will be available both on the web and on mobile networks, and strategically indexed with all major search engines and made available to tablets, and mobile devices as a "live" flip page searchable guide. This guide will become the indispensable desktop source of legal service provider information for industry decision makers.

According to Peter M. von Dyck, e-Zassi's CEO, "The need for additional legal support in the medical device industry is being fueled by several factors; the convergence of pharma and

biotechnology, new mobile and information technologies, and the increase in local start-up firms emanating from academia and healthcare institution and their requirement for specific legal acumen in the early stages of product design and testing. To address this growing need we are proud to provide this unique directory to help our industry more readily connect with legal service providers around the world. Our global focus is especially critical as the industry seeks earlier entry into foreign markets such as China, Brazil and the EU.”

For additional information about the First Annual Guide to Medical Device Lawyers, Practice Groups and Law Firms, contact Steven Highfill, Manager of Legal Services at e-Zassi at 866-474-6328, or at s.highfill@e-zassi.com.

About e-Zassi.com

e-Zassi is the first web-based life science business intelligence & collaboration platform that provides bilateral IP security for research and industry. This secure, digital approach is simple to use, more cost effective than traditional methods and protects all parties from confidentiality risks delivering immediate competitive advantages. For additional information visit www.e-zassi.com.

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