



New Horizons Software
Practice management made easy

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Tamela Viglione, 503-471-1460, tamela@iluminagroup.com

New NHS OrthoMap-It™ Delivers Google™ Maps-Based Power and More to Orthodontic Practices

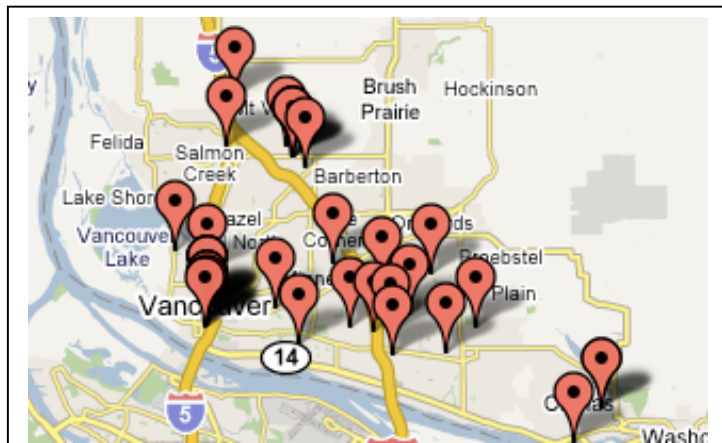
VANCOUVER, WA (May 1, 2008) – [New Horizons Software, Inc.](http://www.newhorizonssoftware.com) (NHS), developer of the OrthoExec® Advanced Series and other orthodontic practice management software solutions, has released OrthoMap-It™, a powerful, easy-to-use Google™ Maps-based software tool that makes life easier for orthodontists and their staffs.

OrthoMap-It is the latest in a series of innovative software features developed for NHS OrthoExec® Advanced Series users. With it, orthodontic offices can:

- quickly and easily send customized driving directions to patients
- generate location-based patient demographic reports for administrative, tracking, or marketing purposes

NHS OrthoMap-It users can create directions for any patient in seconds by selecting that patient's name in the scheduler and clicking the OrthoMap-It button to generate a Google Map based on that patient's address. From there, users can email, print, or save directions as needed.

OrthoMap-It is fully integrated with existing OrthoExec Advanced Series features and delivers a whole new level of patient demographic information. For example, a doctor who wants to know the location of any particular patient group – such as "actives" or "new starts" – can generate a Google Map pinpointing the location and addresses of all patients in the chosen group. These demographic reports support targeted marketing decisions as well as tracking and administrative tasks.



New Horizons Software OrthoMap-It™ powered by Google™ Maps provides instant driving directions as well as location-based patient demographic information.

“New Horizons Software is committed to excellence and innovation. Our latest release, OrthoMap-It, provides exactly that,” says Joretta Beanland, NHS President. “Our goal is to make life easier and more productive for orthodontists and their staffs. We achieve that by providing practice management software that is responsive, reliable, sophisticated, and easy to use.”

About New Horizons Software

New Horizons Software, Inc., a leading provider of orthodontic practice management software solutions, has provided comprehensive practice management software and personalized training and support to the orthodontic community since 1988. Its flagship product, the OrthoExec[®] Advanced Series, automates front- and back-office tasks for better patient management, improved productivity and cash flow, and a lot less hassle. Its customizable tools and features are easy to use and designed to work the way you do.

Orthodontic practices across North America turn to New Horizons Software to help them simplify daily tasks, reduce costs, and boost staff productivity. For more information, contact NHS at 1-800-543-5999 or visit www.NHSoftware.com.