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**SearchAmerica Unveils *Red Flag Rules Forum* Featuring Guest Speaker
from the Federal Trade Commission**

Minneapolis, MN., Nov. 12, 2008 – SearchAmerica, today announced its upcoming webinar, *Red Flag Rules Forum*, to discuss the recent Federal Trade Commission (FTC) Red Flag Rules that were established to curb identity theft in the United States. This new regulation has caused much discussion and confusion across the healthcare industry. With this event, SearchAmerica is bringing clarity and offering practical steps towards achieving compliance to the Red Flag Rules.

In addition, SearchAmerica is pleased to welcome Ms. Naomi Lefkowitz, Attorney, Division of Privacy and Identity Protection from the FTC as an independent guest speaker who will discuss the Red Flag Rules, share some common misperceptions and frequently asked questions from healthcare networks, and answer questions from attendees.

“Until now hospitals sought to accurately identify patients for clinical purposes, however, with the advent of the Red Flag Rules they must now do so from a legal and business perspective as well.” commented Daniel Johnson, President and CEO of SearchAmerica. “SearchAmerica is pleased to have a history of successfully enabling hospitals to accurately identify patients, and comply with government rules and regulations. We appreciate the FTC’s willingness to participate in this event and provide additional information on the Rules, while responding to questions from the audience.”

The one-hour webinar takes place on Wednesday, November 19, 2008, at 2:00 pm ET. Registration is available at info@searchamerica.com.

About SearchAmerica, Inc.

SearchAmerica leads the industry financially clearing patients using address verification, prediction of payment, and automated screening for charity, Medicaid, and other government programs with its Software-as-a-Service (SaaS) solutions. The company provides a complete range of products that are used by more than 1,000 hospitals to improve their revenue cycles. SearchAmerica’s quality and accuracy is best in class, and healthcare providers benefit from smarter data which produces a healthier bottom line. Documented case studies prove a significant return on investment, consistent with favorable public relations. For additional information, please contact SearchAmerica at 763-416-1000 or visit www.searchamerica.com.

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