



For Immediate RELEASE:

Contact:

Michael Wright
Executive Vice President
Sales and Marketing
SignUp4
404.237.8945
mwright@signup4.com

**Optima Educational Solutions, Inc. Taps
SignUp4 to Manage CME Registration**

ATLANTA, GA, January 17, 2005. SignUp4, the leading provider of registration, survey and data management solutions to the Fortune 2000, today announced that Optima Educational Solutions, Inc. has signed a multi-year agreement where SignUp4 will provide its online registration application, The Event Management System™, to manage all Optima CME registration requirements.

Headquartered in Arlington Heights, IL, Optima Educational Solutions, Inc. is a subsidiary of New Jersey based HealthStar Communications, Inc. and is an industry leading provider of medical education meetings, publishing and multi-media content, and distance (virtual) meetings to the medical industry. Optima will utilize SignUp4's web based event management suite to streamline their current data collection processes. The company expects to gain significant efficiencies from process automation.

"CME (Continuing Medical Education) is a rapidly growing segment of our business", comments Nick Romano, SignUp4's President and co-founder. "Combine our application's flexibility and rapid deploy features, and we're the perfect fit for companies in this industry. With our system, CME planners can deploy hundreds of sites very quickly, with full functionality including automatic confirmation emails, class / session management and course calendars."

"We are extremely pleased to include a company of the caliber of Optima Education Solutions as a SignUp4 client. This will be a very beneficial relationship for both organizations."

About SignUp4

With corporate offices in Atlanta, GA, SignUp4 solutions streamline the event management and data collection process for event planners, corporate and government entities. Clients enjoy an enhanced event planning and management experience through flexible and easy to use quality solutions. For more information, please visit SignUp4's website at www.SignUp4.com or call at 404.237.8945.

About HealthSTAR Communications

HealthSTAR Communications is one of the largest healthcare marketing services networks in the industry. Its thirteen integrated and complementary divisions provide a comprehensive portfolio of traditional and unique services. The HealthSTAR companies have worked with over 95 different pharmaceutical and healthcare manufactures representing over 200 brands. HealthSTAR's mission is to significantly improve the effectiveness and efficiency of healthcare communications. HealthSTAR offers a full range of marketing services to reach and communicate with all of the stakeholders in healthcare: providers, consumers, purchasers and managers. The company is privately held and is based in Woodbridge, New Jersey. Learn more about HealthSTAR Communications at www.healthstarCOM.com.