



## Western Media Group Corporation®

### **Medlink West, Inc. Introduces The MedlinkVPN, A Totally Secured Medical Communications Network At The Latin Business Association Expo Held At The Los Angeles Convention Center**

For Immediate Release

COMMACK, N.Y./EWORLDWIRE/Oct. 21, 2003 --- Medlink West, Inc. unveiled the Medlink VPN, a technology designed for medical professionals providing a full-service, secure Internet-based medical communications platform which increases efficiencies in medical administration.

The Medlink VPN provides 24/7-monitored access connecting physicians, dentists, hospitals, clearinghouses, insurers, labs and the entire medical community in a secure environment, compliant with the 1996 Health Insurance Portability and Accountability Act (HIPAA). All healthcare organizations that use, store and transmit individually identifiable healthcare data are subject to HIPAA regulations.

Frank Helring, newly installed president of JMS Consulting Group stated, "On any given day, sensitive patient information is transmitted through internal systems and public networks. Not all electronic delivery methods are HIPAA compliant even though they contain private data. Security must be a priority in light of the damage that can be done should sensitive medical data fall into the wrong hands."

Western Media Group Corporation (OTCBB: WMGC.OB), the developers of the Medlink VPN, have partnered with JMS Consulting Group to create Medlink West, Inc. to market and support the Medlink VPN in the Western United States. Medlink West will offer this state-of-the-art medical communications platform in the wake of the October 16th HIPAA compliance deadline.

At the core of Medlink is the Medlink VPN, designed by physicians and medical telecommunications experts to fuse regulation with advanced technology. Medlink VPN offers many options including voice-mail, call-answering, email and many other services through its Medcall123. Various bundled service packages as well as stand-alone services are available.

Partnering with Medlink VPN is NetWolves (NasdaqSC: WOLV), a strategic associate providing services such as security platforms and applications.

In addition, Medlink VPN has teamed up with Wildgate Wireless, offering services which include Unified Messaging, One-Number solutions, voice/email/fax messaging, personal and group scheduling.

Unique to the VPN is the inclusion of Advanced Radiology Integrated Internet Solution (ARIIS) by AVREO, a browser-based delivery system for medical imaging that integrates the myriad paper-based elements, found in typical clinical workflow, into a single, end-to-end integrated e-system for digital radiology.

Representatives from Medlink West, Inc. and JMS Consulting Group will be available for interviews at Booth 718 or by appointment following the LBA Expo at (213) 620-6904.

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