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DR. OPHIR FRIEDER JOINS UMBRA GLOBAL AS CHIEF SCIENTIFIC OFFICER
Georgetown Professor Joins the UMBRA Global Team

Roswell, GA, June 25, 2015 – UMBRA Global, LLC, developers of transformative Health IT, announced today that Dr. Ophir Frieder from Georgetown University has been appointed Chief Scientific Officer. Dr. Frieder is a party to over 40 patents that include Twitter's patent to evaluate sentiment in social media, and patents to enhance degraded images and mobile device information management.

> *"As an academic researcher, I desire, but rarely have the option, to see conceived concepts reach practical maturity. Joining UMBRA provides me with exactly that opportunity. Harnessing some of my past co-developed ideas and merging them with mature, proven UMBRA technology furthers my interests while enhancing UMBRA's offerings. I am excited to be part of such an innovative industrial venture." commented Dr. Frieder.*

Dr. Frieder is Professor in the department of Biostatistics, Bioinformatics, & Biomathematics at Georgetown University Medical Center and holds the Robert L. McDevitt, K.S.G., K.C.H.S. and Catherine H. McDevitt L.C.H.S. Chair in Computer Science and Information Processing.

> *UMBRA CEO Ramon Dempers and President Dr. David Covall welcomed Dr.* Frieder *aboard saying, "Dr. Frieder brings a wealth of knowledge and wide-ranging expertise in scalable information retrieval systems. These systems span search and retrieval and communications issues in multiple domains, domains such as computer science and engineering, physics; urinary tract infection; gene sequencing, clinical decision support, telegenetics, and pharmacovigilance. Ophir brings a unique perspective to our business and we are thrilled to have him on our team".*

Dr. Frieder has co-authored over 150 publications. In 2007, Springer Science and Business Media designated his co-authored book entitled "Information Retrieval: Algorithms and Heuristics" with the "Top Selling Title" award. He is the recipient of the 2007 ASIS&T Research in Information Science Award and a recipient of the 2008 IEEE Technical Achievement Award. He is a Fellow of the AAAS, ACM, IEEE, and NAI.

About UMBRA Global: Based in Atlanta, GA, UMBRA Global is an innovative and transformative Health IT company providing a broad range of products including ReportMyDrug, a platform that allows consumers to easily report drug side effects, and U|Register, a platform for consumers to keep record of implanted medical devices. UMBRA Global has an experienced and effective management team and superbly qualified advisory board that bring a wide range of skills and expertise to every engagement and client with whom they collaborate.

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