



FOR IMMEDIATE RELEASE

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REACH Air Medical Services Builds Strong Management Team

SANTA ROSA, Calif. / September 15, 2009 – REACH Air Medical Holdings, Inc. announces the promotion of Sean Russell to Chief Customer Officer and the hiring of Mark D. Myers as Director of Risk & Safety.

“REACH continues to retain, promote and attract topnotch talent,” said Jim Adams, CEO of REACH Air Medical Services. “Sean Russell has been with REACH for almost 19 years and has played a key role in our growth by demonstrating a strong commitment to the communities we serve. In his new role, he will be able to devote 100 percent of his time to developing strong community ties and providing our customers with the exceptional service that’s become synonymous with the REACH name. Joining the REACH team is Mark Myers, who brings nearly thirty years of aviation, quality assurance and safety experience to our team and will be instrumental in developing new, critically important safety systems.”

REACH announces the following:

- As Chief Customer Officer, Sean Russell will be responsible for outreach, communications and service delivery to REACH Air Medical Services’ customers. Russell has been with REACH since 1991 and has held positions as Flight Paramedic, Chief Flight Paramedic, Program Director, Director of Clinical Operations and most recently Director of Service Delivery. Sean came to REACH from the Cameron Park and City of Sonoma fire departments where he served as a Fire Fighter/Paramedic, Engineer and Fire Officer. He has also worked as a Respiratory Care Practitioner for the University of San Francisco Medical Center and Children’s Hospital and Research Center Oakland. Additionally, Russell has an extensive clinical background in pediatric and neonatal care and recently co-founded the California Association of Air Medical Services (CAL AAMS) chapter where he serves as President. Sean holds a Paramedic degree, a Respiratory degree and Bachelor of Science degree in Healthcare Administration from St. Mary’s University.
- As Director of Risk & Safety, Mark Myers is charged with the enhancement of REACH’s Safety Management System as well as REACH’s Enterprise Risk Management structure. Before joining the REACH team, Myers spent nearly 20 years with United Airlines and held various positions including Senior Manager for Quality Assurance Integrated Systems & Support, Manager for Flight Operations Quality Assurance, Senior Flight Safety Investigator and Academic Instructor. Myers earned a Masters Business Administration degree from the University of Phoenix and an undergraduate degree from Metro State College in Denver, Colorado as well as credentials including TSI Internal Evaluation Program Management, Certified Quality Auditor and Quality Manager and ICAO & MITRE Safety Management and Hazard Identification certificates.

About REACH Air Medical Services

REACH Air Medical Services, headquartered in Santa Rosa, California, supports operations in Concord, El Centro, Lakeport, Lancaster, Lodi, Marysville, Redding, Sacramento, Santa Rosa, and Thermal, California as well as Corvallis, Oregon. REACH provides air medical transport services utilizing rotor- (helicopter) and fixed-wing (airplane) aircraft regionally and nationally and has performed more than 50,000 air ambulance missions since its inception in 1987. REACH offers a membership program, REACH for Life; a primary benefit of membership being the guarantee of no out-of-pocket expenses when members are transported by REACH or a REACH service partner within the areas served. REACH has been accredited by the Commission on Accreditation of Medical Transport Services (CAMTS) since 1998. For more information, visit www.REACHair.com

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