

PRESS RELEASE

For Immediate Release

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Global Medical Alliance Launches New Membership Referral Program to Straight Commission Medical Sales Reps.

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Middleton, WI - For many medical device manufacturers and distributors, Global Medical Alliance LLC (GMA) has quickly become the "Gold Standard" in the medical sales industry when it comes to working with independent medical sales reps (ISR's). Not only has GMA filled a unique niche, but they continue to introduce innovative ideas to stay on the forefront of bringing new products to market in the hands of experienced medical sales professionals.

As of January 31, 2009, GMA will be launching a new membership referral program available only to the well-seasoned and experienced 1099 independent medical sales representatives. This elite membership will only be available to ISR's with at least 4 years of experience as an independent sales agent; and 10 years of medical sales background. Global Medical Alliance will continue to offer their basic alignment services for free to independent reps; but for the "Elite Medical Sales Professionals", they will receive first priority on all product opportunities presented to ISR's by GMA thereby gaining national recognition to potential manufacturing clients and principles

For a nominal fee, ISR's have the ability to upgrade to the "Elite Medical Sales Professional" status. As an added incentive, ISR's that select this option will also be rewarded in free gas once they participate in the referral program. Once approved by GMA to become an Elite Medical Sales Professional, members will receive a GMA Elite Medical Sales Professional membership card describing the benefits and details on how to redeem the FREE gas cards throughout the year. When an Elite Member refers a fellow colleague that's also a qualified ISR or agency to GMA and that referral in turn purchases an Elite membership, the Elite Member who referred the new member will earn \$50 worth of FREE GAS. Another way for an Elite Member to earn free gas is by referring a potential medical device manufacturer to GMA. If that company turns into a client and then becomes aligned with a GMA referred candidate, that member will earn \$100 of FREE GAS (available from over 62,000 participating gas stations around the country).

"GMA has always received an above average number of referrals from past clients and ISR's in the past. However, now we have a program that supports the continuation of referrals - which will create more opportunities, while lowering one of their fixed expenses. We are only looking to attract about 1% of our database - the very "Elite" if you will, to become a member of the Elite program. There are a number of fee for service organizations and websites already out there; but only GMA continues to offer free services to ISR's with the option to upgrade (for a nominal fee) while having the opportunity to earn back the membership fee and so much more" said Kane.

John Zimmer, President of GMA noted that "we have been keeping a pulse on what the key concerns have been during these challenging economic times and gas prices have certainly been one of them. We considered a number of programs to address certain business expense concerns, but only this program directly addressed lowering ISR costs while increasing their exposure to potential principles. The best part about this program is that there is no limit to the number of referrals that can be provided"

"The Gas Card incentive program will expire in February of 2010. But until then, Elite members can enjoy a membership unlike any other; and one that really pays off. GMA can not only fill your portfolio full of medical products, we can fill your gas tanks too!" said Kane.

Some of the Elite member qualifications include:

- At least 4 years as an Independent Medical Sales Representative
- Ten years or more selling into the medical industry
- Bachelors Degree or higher; or related work experience
- Participate in industry seminars/tradeshows annually
- Been working in current territory for more than two years
- Been promoting products/services in specific market segment for more than two years
- Been calling into specific departments for more than two years

GMA says that there are other future plans in store for their newly developed Elite Members expected to roll out in 2010. But until then, they are on the lookout for the very best that the medical industry has to offer.

Global Medical Alliance has created a unique proprietary database of over 18,000 independent medical sales representatives, rep agencies, dealers and distributors (1099's) that sell into hospitals, nursing homes, home health care and freestanding medical facilities; including dental and veterinary, worldwide.

The MDM's that take advantage of the services offered by GMA range from small privately held start-up organizations to fortune 100 companies looking to reach new markets or expand through the utilization of ISR's to minimize fixed expenses. Recent national trends in the medical industry (quite similar to the economy) indicate that more and more companies are downsizing to try to lower costs to stabilize or increase their profit margin. On account of this trend, many of the top rated sales professionals are moving into the rapidly growing segment of independent medical sales where they can be selective of the product lines and manufacturers they represent in an entrepreneurial capacity.

GMA provides medical clients with the most complete database available in one place, in addition to personalized service catered to each specific client's needs to find the best representation of their medical products and services.

Visit the GMA website today for more details on how you can become an Elite Medical Sales Professional at www.globalmedalliance.com
Or call: 877-836-3596