

PRESS RELEASE

For Immediate Release

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Global Medical Alliance Announces New Interactive Website for Medical Device Manufacturers and Independent Medical Sales Representatives

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Middleton, WI - Global Medical Alliance LLC (GMA) has just concluded a four-month website upgrade to assist Independent Sales Representatives (ISR's) network with Medical Device Manufacturers (MDM's) throughout the United States. The innovative web site (implemented by WSI – We Simplify the Internet) features a number of new interactive menus for potential clients and sales rep candidates to not only obtain a better understanding of GMA, but to also achieve a greater appreciation on how the two entities can work together in business with improved outcomes.

According to John Zimmer, President of GMA, "The new website design was instrumental for GMA's continued growth and medical market outreach; the user-friendly environment of the site strongly correlates to the way in which we perform our services. We differentiate ourselves in the medical marketplace by adding a personal touch to the look and feel of the site, just like the personal attention we provide to all of our clients" In addition to Zimmer, there are also three other Partners and a team of support people to assist GMA's clients.

GMA serves a niche in the medical industry by aligning Medical Device Manufacturers with Independent Sales Representatives. By focusing exclusively in this area, GMA fulfills an unmet need in the healthcare industry that is not currently being addressed by typical medical recruiters – working with "1099" straight commission sales reps.

Global Medical Alliance has created a unique proprietary database of over 23,000 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.

Deanna Kane, Executive Vice President of GMA added; "We want our web site to accurately demonstrate our devotion to the medical industry while presenting the exclusive services we offer. Our initial design, while similar, fell short of meeting our expectations to provide a "one - stop shop" for potential clients and candidates alike. The new site truly portrays our dedication to each of our clients and candidates by interactively highlighting our commitment to personalized service; while fully engaging the new user and potential client/candidate to explore what GMA is all about."

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 them at www.globalmedalliance.com

Or call: 877-836-3596