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FOR IMMEDIATE RELEASE

**PRIMARY HEALTH MEDICAL GROUP DONATES \$1,500 TO
SUSAN G. KOMEN RACE FOR THE CURE WITH FACEBOOK “FAN” PROMOTION.**

Boise, May 17, 2010 – Primary Health Medical Group is donating \$1,500 to the Boise Susan G. Komen Race for the Cure in conjunction with a recent Facebook promotion. Leading up to the race, Primary Health Medical Group held a promotion in which \$1.00 was donated to the Susan G. Komen for the Cure, Boise Affiliate for every new person that “likes” (formerly called “Fans”) the Primary Health Medical Group Facebook page. While the promotion did not reach the maximum donation amount that Primary Health Medical Group indicated prior to beginning the online event, the medical group decided to donate the entire amount.

“We began sponsoring the Susan G. Komen Race for the Cure in 2009 and it was a great experience for both our medical group and our employees,” said Kathy Winn, Director of Marketing for Primary Health Medical Group. We are pleased with the success of the promotion and decided to donate the entire \$1,500 donation. Our employees at all of our clinics really got into the spirit of this promotion – wearing pink up to the race. Not only did it raise awareness for our Facebook page, but also for the Susan G. Komen Boise affiliate.”

Boise-based Primary Health Medical Group is a multi-specialty medical group that was created by physicians who have practiced in Idaho for more than twenty years. The group sees over 200,000 patient visits a year through 11 clinics located in Boise, Meridian, Eagle, Nampa, and Caldwell. The majority of the clinics offer appointment family practice and urgent care services and are staffed by family practitioners, physician assistants and nurse practitioners. The group also has physicians in pediatrics, obstetrics and gynecology, dermatology, occupational medicine, and ear, nose, and throat. Learn more about Primary Health Medical Group at www.phmgidaho.com.