



WOW MARKETING SERVICES
SALES RECOGNITION REWARD COMMUNICATION

GHIS AND RENOWNED PEOPLE PERFORMANCE ENHANCEMENT COMPANY ESTABLISH STRATEGIC PARTNERSHIP

Global Healthcare Investments & Solutions, Inc ("GHIS") and Wow Marketing Services (Pty) Limited ("WOW") Form WOW Global Health Partners, a Strategic Alliance to Provide People-Centered Business Gains to the Healthcare Sector

San Diego: Tuesday, July 29 2008

Today GHIS and WOW announced the conclusion of their strategic alliance agreement for the establishment of WOW Global Health Partners. This Partnership offers innovative solutions which aim to differentiate Clients and offer them the ability to increase Profitability, Improve Patient Care and enhance Staff and Physician Performance. This offering will benefit patients, doctors and care givers through improved operational efficiencies with a focus on quality care.

The impetus for developing the partnership was forged in the highly successful business relationship between the President of WOW, Paul D. Lange, and GHIS President, Dr Jack Shevel, who was the Founder and Former CEO of Netcare in South Africa. As a world-first, the behavior modification techniques culminated in an award for Paul Lange's Master Series Paper at the 43rd Annual Congress of the International Society of Performance Improvement.

"The healthcare sector demands tailor-made solutions to provide cost effective and quality care to its patients. This can only be achieved by recognizing and aligning the interests of healthcare workers whose performance can be improved through the alignment of common interests. GHIS prides itself as being a successful protagonist of focusing on the patient, doctor and staff in all healthcare initiatives." said Shevel.

"Partnering with GHIS is a win-win situation for both companies," said Lange, President and Chief Operating Officer of WOW. "It allows us to recreate an extraordinary and successful partnership that proved its mettle in a fraught and complex emerging market environment, South Africa. The valuable lessons learnt enable new and prospective customers to work faster, cheaper, and smarter."

"Pivotal to the delivery of quality healthcare are the skilled healthcare professionals who give so unselfishly of themselves and contribute to the wellbeing of the society they serve," Shevel said of the company's approach.



WOW GLOBAL HEALTH PARTNERS
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One of its core leadership strategies is the establishment of meaningful and ethical partnerships with all healthcare professionals while implementing measures that **differentiate** its product of enabling best patient care and ultimately stakeholder value creation.

“Our focus is on the full development of the human potential in the healthcare sector delivered by people for the benefit of other people. This is achieved by understanding behavioral characteristics of groups responsible for delivery of healthcare in large provider organizations and modifying those behaviors to achieve specific measurable results,” said Lange.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995

Statements in this press release that are not strictly historical are “forward-looking” statements within the meaning of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended.

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About Global Healthcare Investments & Solutions

GHIS is a US based entrepreneurial and innovative healthcare investments & solutions company with a defined global healthcare strategy being pursued through the following focus segments:

- Global Healthcare Investments which offers intellectual and financial capital to healthcare businesses; and
- Global Healthcare Solutions which provides solutions to healthcare participants requiring strategic support through a broad array of consultancy, advisory and outsourcing services.

Website: www.ghis.us



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About WOW Marketing Services

WOW is a South African based performance enhancement company that believes that all business challenges can be solved, in part at least, by changing the behaviors of staff, intermediaries and the end-customer.

Given that the cost of changing behavior must be tempered by the reality of the benefits that can be obtained, the Company uses a carefully configured blend of recognition, rewards and communication to makes this possible.

The Principals of WOW have over 20 years of experience in performance improvement having designed and implemented transformation, incentive and communication programs for some of South Africa's largest companies, as well as presented and consulted to Companies across the Globe.

Website: www.wow4results.co.za



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