

Online, Confidential STD Testing Clinic Earns First National Seal of Approval
Nation's Leading Nonprofit for Sexually Transmitted Diseases Awards
Seal of Approval to www.getSTDtested.com

CHICAGO, IL and RALEIGH, NC – April 30, 2009 - The industry's first online confidential clinic to use Web 2.0 technologies that is exclusively focused on the awareness, testing and destigmatization of sexually transmitted diseases, www.getSTDtested.com, today received the first seal of approval from the nation's most highly regarded sexually transmitted infection expert.

Since 1914, the American Social Health Association (ASHA) has been the only national nonprofit dedicated exclusively to stopping sexually transmitted diseases (STDs) and their harmful consequences.

"ASHA created its seal of approval to be awarded to companies that are utilizing the web as a vehicle to assist in the fight against sexually transmitted infections and the diseases they cause, and that are committed to developing and maintaining high quality standards for STD awareness. These standards include access to physician-directed testing, counseling and referral services for critical value results, compliance with state and federal laws, and promotion of positive messaging around sexual health. These elements have been, and will always be, part of our organization's mission," says ASHA CEO and president, Lynn Barclay.

"We are very excited to receive ASHA's first seal of approval for the www.getSTDtested.com online experience. This seal speaks to the quality of our ordering, testing, results delivery, referrals, and unique conversational forum. People, particularly young adults, are ready for this type of online health experience," says Get STD Tested CEO and president, Tracey Powell, the founder and former executive of the Home Access Health Corporation, manufacturer of the only approved HIV and hepatitis C at-home, mail-in diagnostic tests.

The Pew Internet Project estimates that between 75% to 80% of Internet users have looked online for their health information since 2007.

"The industry has been plodding along," says Barclay. "New, innovative methods are critical to help educate young adults about STDs. For them, text messaging, the Internet and video are daily 'must haves.' The old tools just aren't working well for this generation," concludes Barclay.

"We expect the trend of consumers turning to the Internet for health awareness and medical information to continue to increase. We believe people are smart and want to know the truth. They are paying for the privacy, convenience and sophistication of online testing," says Powell.

The seal is awarded as www.getSTDtested.com launches its "Kiss Chlamydia Goodbye" campaign nationally kicks off a collegiate tour at Columbia College Chicago on May 4. "We want young adults to know that Chlamydia is asymptomatic and easy to treat. It is the largest occurring sexually transmitted infection with nearly three million new cases each year. There is a huge need for education to help destigmatize STDs. Our website, forum and a webisode series called 'O' Mission, all speak directly to this tech savvy generation that is the most vulnerable," says Powell.

Beyond accuracy of content, each online clinic, or website, that earns the ASHA seal is examined to ensure that no stigmatizing language or imagery is used. Any site to earn the seal must also adhere to HIPAA compliance, and carry a component of psychosocial support, along with

referrals to sexual health resources that are widely recognized as authoritative and appropriate. Online clinics are evaluated on the depth of information on STD transmission, treatment and risk reduction. To earn a seal, the website must also clearly identify advertisers and commercial links.

ABOUT ASHA

The American Social Health Association is a trusted, non-profit organization that has advocated on behalf of patients since 1914. We are dedicated to improving the health of individuals, families, and communities, with a focus on preventing sexually transmitted diseases and their harmful consequences. Questions or feedback about the ASHA Website Seal of Approval may be directed to info@ashastd.org.

ABOUT Get STD Tested

GetSTDtested.com is setting the gold standard for online STD awareness and testing, helping to destigmatize, prevent, and control the 19 million new cases of sexually transmitted diseases that occur each year in the U.S. The web solution is a confidential online clinic, designed to give consumers direct access to STD testing solutions in a convenient, economical, and modern format. The company and its partners make it easy for individuals at risk for STDs to get access to educational information, diagnostic testing, and professional referrals, as well as peer-to-peer assistance. Visit www.getSTDtested.com.

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