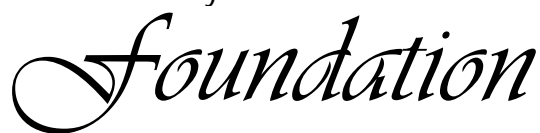


The Madison Valley Medical Center



NEWS RELEASE

For Immediate Release

Madison Valley Medical Center Foundation

Appoints New Executive Director

by Mary Oliver

ENNIS, MT — December 27, 2010 — Madison Valley Medical Center Foundation Inc. (MVMCF) names Christie S. Trapp as its new Executive Director.

Trapp's professional career spans nearly 20 years of executive leadership with global technology companies and various non-profit organizations; health and human services and conservation.

Prior to joining Madison Valley Medical Center Foundation, Trapp was Executive Director for non-profit Keystone Conservation, pioneering innovative solutions to help people and Northern Rockies keystone wildlife predators coexist.

Before moving to Montana, Trapp previously had been Development Director, and helped to build the impact and long-term sustainability of a Texas non-profit, Habitat for Humanity, dedicated to affordable housing for low-income families.

With a proven track record of success in resource development, Trapp will lead Madison Valley Medical Center Foundation in developing donor relationships to help build a sustainable network to support the health and well-being of people in Madison County and adjacent communities in southwest Montana.

Commenting on the appointment, Mary Oliver, President of the Madison Valley Medical Center Foundation Board of Directors, said: "We are delighted that Christie has chosen to join the Foundation. Her development experience in non-profits and her communications background bring unique context to the organization. We look forward to her perspectives and expertise as we continue to advance the Foundation's goals."

Previous to serving non-profit organizations, Trapp served as Marketing Communications Manager for several global technology companies: Toppan, DuPont Photomasks, Inc. and XeTel Corporation to help communicate their value across U.S., Asian and European markets. In so doing, Trapp gained the ability to work with diverse constituencies and forge local and global partnerships to bring technology products and services to fruition.

With a background in biology, and a lifetime of appreciation of the Madison Valley, Trapp is glad to be back home in Montana, and able to use her strategic planning, donor relations, media and

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organizational abilities to promote the interdependence of quality health care and improved health outcomes.

For more information or if you are interested in donating to the Madison Valley Medical Center Foundation please contact (406) 682-6641 or view the Foundation's website at <http://www.mvmcf.org>

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Photo Caption

"Christie S. Trapp - Madison Valley Medical Center Foundation's New Executive Director"