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Media Contacts:

Lisa Marie Ordakowski/Amy Carlson
Brotman•Winter•Fried Communications
(703) 534-4600

lisa@bwfcom.com / Amy@bwfcom.com

Greater Southeast Community Hospital to Re-launch With New Name and Corporate Imagery

*Hospital to Unveil Branding Changes at Community Event,
Thursday, May 29 from 11 a.m. until 1 p.m.*

WASHINGTON, DC (May 20, 2008) – To complement the massive \$15 million overhaul presently underway throughout every department, administrators at of Greater Southeast Community Hospital officially announced today that the beleaguered medical institution will undergo a full re-branding and corporate image shift, complete with a new name and logo. The change will become official upon its immediate unveiling.

According to Eric F. Rieseberg, Chairman of the Board of Directors of Specialty Hospitals of America, whose company purchased Greater Southeast in November 2007, the new name will be announced and a new corporate logo unveiled during a public ceremony on **Thursday, May 29** from **11:00 a.m. until 1:00 p.m.** in the **Main Auditorium** of the hospital, located at **1310 Southern Avenue, SE**. Several local dignitaries will be on-hand to participate in the rebranding launch announcement and ceremony, which is open to the hospital community and the general public.

After the institution's Board of Directors narrowed the field to three choices for a new name, the hospital then enlisted the services of their staff to select an official winner. With ballot boxes in place throughout the building since Monday, May 12, employees and physicians are stating their preference for the new name. The names under consideration are ***Capitol Medical Center, Capitol Regional Medical Center*** and ***United Medical Center***. During the ceremony, hospital officials will draw the names of 10 employees who participate in the naming of the hospital, and each will receive a \$150 gift certificate to one of Washington's top dining destinations.

According to Rieseberg, the hospital's evolution from a purely local facility into one that will effectively meet the needs of the entire Washington metropolitan community provides both the impetus and the rationale for the name change. "When our work is done, this institution will emerge as a center of excellence for the entire National Capital

area while providing residents of Southeast Washington with a powerful and dynamic health care resource that they truly deserve,” he said.

The credit, Rieseberg says, is due primarily to the vision and passion of Mayor Fenty and members of the D.C. City Council who had the courage to step up and provide initial funding to kick-start the renovation and development process.

Improvements to date include more than \$5 million in technological upgrades to the hospital’s radiology department and a complete operational overhaul of hospital’s Emergency Department in addition to such critically-needed infrastructure upgrades as the replacement of the hospital’s backup power generators and a new roof for the eight-story tower. Over the next two years, similar changes will emerge throughout every department, with major overhauls scheduled for the surgical, emergency and pediatric emergency services departments with purchasing plans underway for replacement of much more patient care equipment. With quality of care and patient services improvements at every level, positive comments are already beginning to register from both new and existing patients.

About Greater Southeast Community Hospital

Greater Southeast Community Hospital has provided medical services to residents of the Washington metropolitan area since 1965. Under the leadership of Specialty Hospitals of America, LLC, Greater Southeast is committed to its evolution into a full-service, state-of-the-art facility where physicians and staff provide expertise in medical and surgical specialties with the combined results of improved patient care and a sustainable business model. For additional information, please visit www.greatersoutheast.org.