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FOR IMMEDIATE RELEASE

Sept. 1, 2007

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**LIFE LINE AMBULANCE OFFERS LIFECARE AMBULANCE SUBSCRIPTION;
OPEN ENROLLMENT ONLY DURING SEPTEMBER**

PRESCOTT, Ariz. – Life Line Ambulance, the largest private ambulance service in northern Arizona, offers LifeCare Ambulance subscription program, and open enrollment is only during September.

Members of LifeCare pay only one annual fee of \$49.71, and this one fee covers all medically necessary, as defined by Center for Medicare Services (CMS), emergency and nonemergent medical transports for the entire year and for the member and the household members. Household members are defined as spouse and dependent children under the age of 21. LifeCare, a program approved by Arizona Department of Health Service, supplements the customers' insurance policies, so there are no out-of-pocket expenses after the annual membership fee has been paid, even those without insurance.

"We have offered this valuable and popular service for about 15 years," said Cheryl Smith, Life Line's president and chief executive officer. "Our members have always been very satisfied with this program, and every year during September, we increase our membership substantially. LifeCare is a win-win for the customers in our 8,500-square-mile service area and for us."

Life Line Ambulance is one of the few ambulance services to offer such a program, according to Smith.

"Since we're such a highly regulated industry, we can do very little to affect the rates we must charge," Smith said. "Our LifeCare program allows us to provide our customers with a little flexibility, with control over medical expenses and, most importantly, with peace of mind."

For a LifeCare information/application packet, please call (928) 445-3814 within Prescott or toll free outside of Prescott at 1-800-418-5523. Applications are also available at the two regional offices: 915 Hinman in Prescott and 1155 Tegner St. in Wickenburg. Remember, enrollment for LifeCare is only open during September.

Life Line Ambulance is the largest ground ambulance service in northern Arizona. Established in 1956, the company services customers in Yavapai County, Coconino County and in the northwest corner of Maricopa County. This area covers both populated and rural areas. Life Line currently has 10 strategically placed stations and employs a staff of approximately 200, including paramedics, intermediate and basic emergency medical technicians and registered nurses, along with a support staff of professional dispatch, customer service, human resource, accounting and fleet maintenance personnel.

For more information, visit the Web site at www.lifelineaz.com.

