



NEWS RELEASE

Media Contact:

Daryn Teague

Teague Communications

661.297.5292 or dteague@teaguecommunications.com

Greg Sinaiko, Founder of The Coding Source, Selected as Finalist for Ernst & Young Entrepreneur Of The Year Award in Greater Los Angeles

President and CEO of fast-growing provider of medical coding services named to elite list

Los Angeles – May 27, 2008 – Gregory Sinaiko, founder and CEO of The Coding Source, was named as a finalist for the 2008 Ernst & Young Entrepreneur Of The Year award in the Greater Los Angeles Area.

Sinaiko was selected, along with 20 other exceptional entrepreneurs, by an independent judging panel made up of regional business, academic and community leaders. The winners will be revealed at a gala event on June 24, 2008 at the Beverly Hilton Hotel.

“These finalists are the best of the best, embodying the unique spirit of entrepreneurship,” said Brian Ring, Ernst & Young Entrepreneur Of The Year Program Director for the Greater Los Angeles Area. “They positively impact our region in a major way, through jobs, community growth, and development and innovation. Ernst & Young is proud to salute them.”

Sinaiko founded The Coding Source in 2002 in response to the critical shortage and urgent need in the healthcare marketplace for qualified, certified medical coders. His vision quickly found success and the company now offers outsourced medical coding services, training of professional coders, Certified Professional Coder (CPC) educational programs, and temporary or permanent placement of

medical coders at healthcare organizations. Last fall, the company ranked second on the *Los Angeles Business Journal*'s list of Fastest Growing Private Companies in Los Angeles.

“I’m flattered and honored by this recognition, especially since it places me among some very impressive company of successful entrepreneurs here in L.A.,” said Sinaiko. “We’ve been very fortunate to have a solid business plan in place that allowed us to take advantage of an opportunity in the healthcare marketplace, but we could not have achieved this rapid growth without the hard work of our coders, managers and other members of the management team.”

This year, the Entrepreneur Of The Year awards program celebrates its 22nd anniversary. The program has expanded to recognize business leaders in over 135 cities in 50 countries throughout the world. Awards are given to entrepreneurs who demonstrate extraordinary success in the areas of innovation, financial performance and personal commitment to their businesses and communities.

About The Coding Source

The Coding Source is a leading national provider of medical coding services and has been recognized by the *Los Angeles Business Journal* as one of the fastest-growing private companies based in Los Angeles. The company serves the needs of healthcare providers and payors by performing medical chart reviews, physician and staff education, outsourced coding services and compliance monitoring, certified professional coding education programs and Medicare risk-adjustment coding reviews. For more information, please go to www.thecodingsource.com.

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