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**Phoenix Children's Launches New, Interactive Website
*Increases Family, Physician Access to Hospital Resources***

PHOENIX, Ariz. (October 12, 2006) – In conjunction with the announcement of Phoenix Children's multi-year expansion plans today, the Hospital launched a new, interactive website to better serve families, physicians, and community members interested in Phoenix Children's Hospital. The website, www.phoenixchildrens.com, was freshened up with a streamlined navigation, more online capabilities, and updated information about its programs and services. The site will also serve as the official communication center for updates on the expansion of Arizona's only free-standing, pediatric specialty Hospital.

Areas of the website have been designed especially to meet the needs of the medical community. A revised physician search engine includes access to the biographies and photographs of the Phoenix Children's Medical Group. The website provides in-depth information about the Hospital's top service lines, including Centers of Excellence in pediatric cardiology, hematology/oncology, neurology, orthopedics, and neonatology. Medical professionals can also register and pay online for education courses and continuing medical education (CME) events.

The website also provides families with effortless navigation to resources about their child's health. Families can access information about Phoenix Children's history, world-class programs and services, and the Hospital's medical experts. Additionally, the site enables online searches of The Emily Center Library, the most comprehensive pediatric health library in the Southwest.

Community members will also find website elements designed to provide information about ways to get involved with the Hospital. Phoenix Children's volunteer services web page includes information about internal and external volunteer opportunities, and gives volunteers the ability to sign-up online. Phoenix Children's website also features a complete Hospital events calendar, allowing site visitors to sort events by his/her areas of interest. Additionally, Phoenix Children's website provides information about ways to give to the Hospital, including the ability to donate directly online.

Media will also find a newly designed press room that includes the latest Hospital news, executive biographies, updated privacy policies, and contacts for Phoenix Children's media relations staff.

Phoenix Children's Hospital is Arizona's leader in pediatric care and is one of the 10 largest free-standing children's hospitals in the nation. The most comprehensive array of pediatric specialists in the state practice at this one organization. The outstanding clinical expertise, as well as high patient volume, and an unwavering commitment to caring only for children, all contribute to Phoenix Children's leadership position. For more information visit www.phoenixchildrens.com.