



NORTH AMERICAN
Credit Services, Inc.



Medical Services
OF CHATTANOOGA, INC.

FOR IMMEDIATE RELEASE

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A Smile Today – Can Save the Life of Your Child Tomorrow! ***Free Photo ID for Children Offered at October 25 Child Safety Event***

(Chattanooga, Tennessee)— According to a May 2009 study by the National Center for Missing & Exploited Children (NCMEC), an estimated 2,000 children are reported missing every day in the United States. The majority are recovered quickly. Nearly one in six missing children is recovered as a direct result of someone recognizing a photograph and contacting authorities.

Local representatives from the Lifetouch National School Studios, a sponsor of the safety awareness program 'Take 25', will be on site at the at the Child Safety & Health Prevention event, **Sunday, October 25**, hosted at North American Credit Services (2810 Walker Rd in Chattanooga, Tennessee). Lifetouch will be taking photographs and creating free SmileSafe Kids cards, part of a child resource. In the event a child goes missing, a SmileSafe Kids card can be used by law enforcement to obtain a current photograph from a rapid response team, staffed 24/7 by Lifetouch.

NCMEC urges everyone to pay close attention to posters and photographs of missing children. In addition, NCMEC encourages parents and guardians to practice good safety measures by following the important safety tips noted below:

- 1) Keep an accessible, up-to-date, good-quality photograph of your child in case of an emergency.
- 2) Never let young children go places alone. Be clear about the places and homes they may visit.
- 3) Know where your children are and whom they are with at all times.
- 4) Never leave children unattended in a vehicle, whether it's running or not.
- 5) Talk openly to your children about safety. Make an outing to a mall or park a "teachable" moment.

Additional local and regional community participants will provide information and resources featuring fire, auto, home, pedestrian, water, sports and recreation, poison prevention with representatives from: the Collegedale Police Department bike safety and child finger printing education resources, Tennessee Safety Council with "Ollie the Otter", Chattanooga Fire Marshalls, YMCA, Kids on the Block, Erlanger's T.C. Thompson Children's Hospital 'Safe & Sound' Program, Hamilton County Health Department, Parents Are First Teachers (PAFT), Children's Advocacy Center, Blood Assurance, 'Beat the Heat' race car team, Face painting by the "Chatta-Town-Clowns", to list just a few. *Partnering together to help keep our kids safe and healthy! **There will be much for the entire family and it's all free.***

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ABOUT THE NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN (NCMEC)

NCMEC is a 501(c)(3) nonprofit organization that works in cooperation with the U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention. NCMEC's Congressionally mandated CyberTipline®, a reporting mechanism for child sexual exploitation, has handled more than 441,000 leads. Since its establishment in 1984, NCMEC has assisted law enforcement with more than 127,000 missing child cases, resulting in the recovery of more than 110,000 children. For more information about NCMEC and the statistics as referenced in this release, call its toll-free, 24-hour Hotline at 1-800-THE-LOST(1-800-843-5678) or visit www.missingkids.com.

About 'Take 25'

'Take 25' is a program of the National Center for Missing & Exploited Children® and is supported in part by Lifetouch National School Studios. The goal of 'Take 25' is to heighten awareness about children's safety issues. With a focus on prevention, the campaign encourages parents, guardians, and other trusted-adult role models to spend time talking to kids and teaching them ways to be safer. Just minutes of prevention can make a huge impact in the life of a child. For more information about 'Take 25', visit www.take25.org.

About Lifetouch

Founded in 1936, Lifetouch an employee-owned photography company, with operations in schools, studios, and churches. Lifetouch National School Studios is the leader in preschool, underclass, senior, sports, and event photography, as well as yearbook publication. Lifetouch portrait studios operates retail studios in J.C. Penny and Target Stores and stand-alone Flash Digital Portraits stores. Lifetouch Church Directories and Portraits builds relationships for churches, religious organizations, and groups with portraits and directory products.

About Our Companies

North American Credit Services, Inc. (NACS) primarily specializes in the professional collection of healthcare receivables. As leaders in the collection industry, we focus on maintaining professional standards and utilizing advanced technology. **NACS**, formed in 1981, is a licensed collection agency using only licensed, ACA certified collection managers in the management of day-to-day operations. The Senior management of **NACS** has over a century of combined experience in the healthcare/collection industry.

Medical Services of Chattanooga began operation in 1985 as an affiliation with **North American Credit Services, Inc.** What started as a self-pay, insurance billing and follow-up company has expanded into a full medical receivables management service. During the 1990s, as healthcare came under fire to centralize and cut costs, **Medical Services** expanded to include full billing services. Today, **Medical Services** has expanded its services into several divisions' to best serve clients needs which include: *Medical Services Adventist Health System / Centralized Billing Office*, *Medical Services Billing Technologies*, *Medical Services Consumer Financing*, *Medical Services Early Out*, and *Medical Services 24-On Physicians*. All of which offer many levels of accounts receivable billing and collection support for hospitals and physician groups.

To learn more about **North American Credit Services** visit www.nacscom.com and **Medical Services of Chattanooga** at www.medicalservicesmso.com.