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### **Physicians Choice Management, LLC Opens New Center**

**Gadsden, Alabama, November 17, 2011.** Physicians Choice Management, LLC announces the opening effective today of a new state of the art dialysis center certified by Centers for Medicare and Medicaid Services and the State of Alabama to dialyze End Stage Renal Disease Patients. The Gadsden dialysis center located at 800 Goodyear Avenue, Gadsden Alabama offers among other modalities Hemodialysis, Home Dialysis, and Peritoneal dialysis and is comprised of a maximum 21 hemodialysis stations with an initial 10 stations with a total capacity for 120 hemodialysis patients. Attending Physicians include Doctors Venugopala Bheemanathini, Gary Kwan, Edward Hwang, Mohammed Kabir, David Zinn and Prathyusha Maddela.

Thomas Karl CEO and President, stated, "We are extremely pleased to enter the Gadsden, Alabama catchment area with our new facility fulfilling access to care need to the patient population. We will be working with a high quality team of attending physicians to deliver both in center and home dialysis services to patients in the area. This facility and our new physician group is a testament to the type of quality focused, patient oriented relationships we are in search of with all of our physicians. We are also very excited about our growth prospects, as we are in various stages of development for additional clinics in several states which we expect to open throughout 2012.

“We are proud to have such a great representation of high quality physicians and honored that they chose to be attending this state-of –the-art clinic for dialysis patients in the community. We have assembled an exceptional group of highly qualified and experienced dialysis staff to provide the highest level of care to the patients we serve”, commented Cindy Locklear, Chief Clinical Officer.

Physicians Choice Management, LLC owns, manages and operates End Stage Renal Disease programs nationally. The Company focuses on developing new start up facilities in partnership with physicians and medical centers, and strategic acquisitions. Its corporate offices are located at 211 Commerce Court, Suite 104, Pottstown, Pennsylvania 19464. For more information, please call the center directly at 256-456-1242 or the corporate office at 1-888-749-2464.

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Pottstown, Pennsylvania