



Medical Services Purchasing Power for Underserved Markets

(OTCBB: ALHC)

September, 2007

Alliance HealthCard, Inc. • www.alliancehealthcard.com

3500 Parkway Lane • Suite 720
Norcross, GA 30092

Contacts:

James Kautz or Todd Atenhan
Investor Relations
(888) 917-5105

Key Statistics:

Symbol	ALHC
Fiscal Year	September 30
Recent Price	\$1.75
52 wk. Price Range	\$0.35-\$2.25
50 day moving average	\$1.76
Shares Outstanding	14.52 million
Float	2.13 million
Market Cap.	\$25.42 million
Price/Earnings (ttm 9/13/07)	13.26
EBITDA (ttm)	\$2.43 million

Investment Highlights:

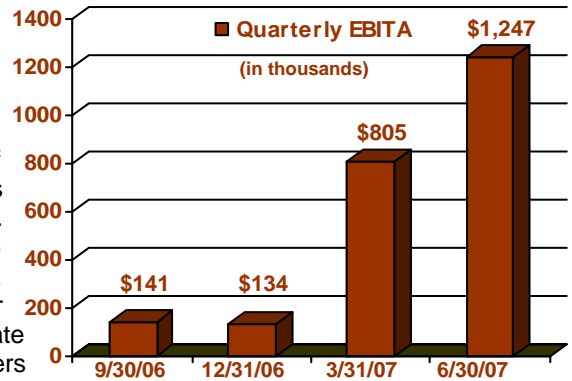
- ✓ Alliance HealthCard sells low-cost/high-value membership savings programs into a growing niche market to help consumers reduce the costs of their healthcare, dining, entertainment, automotive, legal and financial services.
- ✓ Alliance HealthCard acquired Benefit Marketing Solutions, Inc. (BMS) on 3/1/07, and dramatically expanded its business scope and growth potential.
- ✓ Alliance HealthCard has enjoyed dramatic increases in gross margins and EBITDA since the completion of the BMS acquisition.
- ✓ Alliance HealthCard is a "pure investment play", as opposed to its competitors whose primary focus is on traditional health insurance products.
- ✓ Alliance HealthCard currently has a very attractive P/E compared to the industry.
- ✓ For the quarter ended June 30, 2007 operating income increased 123% and revenue was up 33% over the prior year's quarter.
- ✓ Alliance HealthCard enjoys high client retention and a large percentage of recurring revenue.

Company Description:

Alliance HealthCard, Inc. was founded in 1998 as a provider of discount medical plans with its focus on creating, marketing, and distributing membership savings programs primarily to the underserved markets in the United States. Its original programs offer attractive savings in approximately 16 areas of health care, including physician visits, hospital stays, chiropractics, vision, dental, pharmacy, hearing, and patient advocacy, among others. In March 2007, Alliance HealthCard completed a merger with Benefit Marketing Solutions (BMS), the largest club provider in the rent-to-own market space. While Alliance HealthCard continues to market its successful health oriented programs, the merger has greatly expanded its business scope to include programs that offer discount savings on dining and entertainment, automotive, legal and financial, as well as insurance programs for leased property replacement, involuntary unemployment, accidental death and dismemberment, and extended service plans. The company sells its membership savings programs to retailers, insurance companies, finance companies, banks, employer groups and association-based organizations through direct sales or independent marketing consultants, and is now the nation's leading provider of these types value added programs.

Investment Premise:

Alliance HealthCard has taken the lead in a large, growing and underserved market. Simply put, the Company's unique membership programs can impart to consumers the buying power that previously only large organizations have enjoyed. Alliance HealthCard's recent acquisition of Benefit Marketing Solutions has enhanced its market position dramatically by opening new marketing channels and increasing client diversity through a greater variety of membership savings programs and products. In addition, the Company now has a broad capability to offer comprehensive private label solutions to partners such as pharmacies, retailers, financial institutions and other organizations who can benefit by selling savings memberships to their customers or associates. The BMS acquisition immediately increased the Company's marketing capability to an additional 4,500 locations and sales and gross margins have improved sharply. The synergies of the acquisition are already resulting in greatly improved operating efficiencies and a dramatic increase in EBITDA. This positive financial impact is expected to strengthen further over the next several quarters as the full impact of the BMS acquisition is realized.



Certain information included in this Company Profile may contain "forward-looking statements" within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, Section 27A of the Securities Act of 1933, as amended and pursuant to the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to risks, uncertainties and other factors that could cause actual results to differ materially from future results expressed or implied by such forward-looking statements. Among these factors are competitive pressures, loss of significant customers, the mix of revenue, changes in pricing policies, delays in revenue recognition, lower-than-expected demand for the Company's products and services, business conditions in the integrated health care delivery network market, general economic conditions, and other risk factors