

March 22, 2001

MedPlus, Inc.

OTC: MEDP- \$2.63

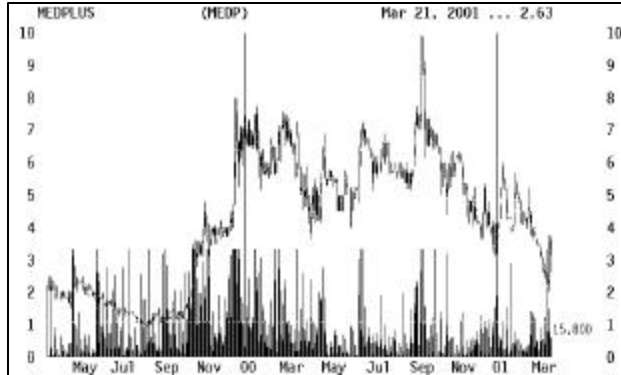
(www.medplus.com)

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Comment on Recent Price Movements

Current Data		EPS		P/E
Fiscal Year End:	Jan	2000	\$ (0.95)	-2.8
Current Price	\$ 2.63	2001E	\$ (0.88)	-3.0
52-Week Range	10-1	2002E	\$ (0.00)	-553.2
Shares Out (Mill)	8.2	Valuation		Current
Ave Volume LTM	11,366	P/E (Next FY)	-2.97	NM-NM
Market Cap. (Mill.)	\$ 21.5	P/B	2.17	12.3-0.8
LTD/Tot Cap	-	Price/Sales	1.76	5.0-1.8
Institutional Holdings	3.1%	Operating Data		This Qtr
Insiders Holdings	69.9%	Sales Growth	-2.2%	7.7%
Book Value	\$ 1.21	EBITDA Margin	-24.8%	-0.6%
10Yr Bond	4.78%	Net Inc. Growth	0.7%	27.8%

Source: Baseline, researchstock.com



Key Investment Points

- Backlog increased to a record \$15 million.
- Closed its largest ChartMaxx contract ever with a large Midwest integrated delivery network.
- Increased focus on medical record security expected to benefit MEDP.
- Company continues to progress towards profitability: net loss per share was \$0.20 versus \$0.26 in 3Q99 and a loss of \$0.35 per share in 2Q00.
- After the quarter, MEDP arranged a \$15 million Equity Drawdown Facility.
- Reiterating our 12 – 18 month target price of \$11.00

Company Description

MedPlus, Inc. ("MEDP") provides healthcare information management systems and is a leading provider of Internet-based solutions. MedPlus systems help healthcare organizations: generate additional revenues; reduce operating costs; comply with government-mandated security and confidentiality regulations; and increase physician productivity. The Company has sold over 140 imaging and electronic patient systems in the US and Canada. In June 2000, MedPLUS announced a strategic joint-marketing partnership with Quest Diagnostics (DGX) and that Quest was investing a total of \$10.0 million in MEDP.

Recent Price Movements

We know of no specific news announcement that may have caused the recent rise in MEDP shares, other than the Company is making a presentation at the New York Society of Security Analysts 5th Annual Health Care Conference on March 28th. This may have caused some increased interest in the stock.

After hitting a low of \$2.19 on March 15, 2001, MEDP shares spiked 66% and closed at \$3.63 the following Monday. We think at least some of the recent fallback is attributable to profit –taking, but the decline on lower trading volumes is heartening, especially relative to the overall market decline. Table 1 summarizes some key trading statistics.

Date	High	Low	Close	Vol.
March 12	\$ 2.75	\$ 2.88	\$ 2.63	5,800
13	\$ 2.69	\$ 2.44	\$ 2.69	17,400
14	\$ 2.63	\$ 2.25	\$ 2.31	11,400
15	\$ 2.44	\$ 1.88	\$ 2.19	59,400
16	\$ 2.38	\$ 2.00	\$ 2.25	10,900
19	\$ 3.75	\$ 2.25	\$ 3.63	20,900
20	\$ 3.75	\$ 3.16	\$ 3.31	8,900
21	\$ 3.63	\$ 2.63	\$ 2.63	8,100
Ave. volume				17,850
Ave. vol. YTD				9,600

Relative to its peer group, MEDP shares have held up well over the three periods noted in Table 2. We attribute this performance to management's efforts to meet with analysts and institutions.

		Price	Price Change			Markt Cap	P/B	P/S	CY P/E	
			LTM	1 Mo.	5 Days				2000	2001
IDX SYSTEMS	IDXC	\$18.56	-35.7	-3.6	-3.6%	523.9	2.5	1.5	-24.1	116.0
MEDICALOGIC	MDLI	\$ 1.27	-90.5	-50.6	-26.4%	71.1	0.1	1.5	-0.2	-0.2
HEALTHCARE.COM	HCDC	\$ 1.34	-75.0	-23.2	-2.3%	37.7	1.8	0.8	9.0	7.9
DATA CRITICAL	DCCA	\$ 2.00	-93.1	-25.6	-7.2%	25.4	0.6	1.4	-2.4	-5.1
QUALITY SYSTEMS	QSII	\$ 9.44	-37.3	-10.1	-6.8%	56.4	1.7	1.5	20.1	na
E-MEDSOFT.COM	MED	\$ 0.64	-96.4	-41.3	-16.9%	51.4	0.2	0.4	-1.8	na
Peer Group Average		\$ 5.54	-71.3	-25.8	-9.9%	164.5	1.3	1.3	0.1	29.7
MEDPLUS	MEDP	\$ 2.63	-56.2	-25.0	20.0%	16.3	2.2	1.3	-3.0	-3.0

Source: Baseline

We continue to feel that the stock is undervalued and reiterate our 12-18 month target price of \$11.00. See our January 15, 2001 report for more details.

Risk Consideration

Investors need to consider the following risks before investing:

The shares are not very liquid and are vulnerable to significant volatility. Average daily volume for the last year has been 11,400 shares and for the last 30 days have been about 13,400 shares.

While MEDP has developed its software internally, it is not patent protected. As is typical in the software sector, the Company has decided to use confidentiality agreements instead of patents

in order to keep the code as secret as possible. The risk is that the software could be slightly modified and used by competitors.

The Company has incurred net losses since 1995, except for 1998 when they sold IntelliCode and netted over \$10 million. While we currently forecast net earnings in FY2003, there is not assurance that the Company will meet our expectations.

The Company is not widely followed by Wall Street analysts (we are initiating coverage with this report). Consequently, it is possible that valuations differential could persist due to a lack of analyst support.

This report contains "forward looking" statements within the meaning of U.S. federal securities laws. Forward-looking statements regarding the Company's performance inherently involve risks and uncertainties that could cause actual results to differ from such forward-looking statements. Factors that would cause or contribute to such differences include, but are not limited to, continued acceptance of the subject Company's products/services in the marketplace; acceptance in the marketplace of the subject Company's new product lines/services; competitive factors; new product/service introductions by others; technological changes; dependence upon third party vendors; and other risks discussed in the subject Company's periodic report filings, including interim reports, with the Securities and Exchange Commission. By making these forward-looking statements, researchstock.com, Inc. undertakes no obligation to update these statements for revisions or changes after the date of this report.

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