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FOR IMMEDIATE RELEASE

MediZine Rebrands as Remedy Health Media

New Brand Identity Affirms Position as Leading Multiplatform Health-Information Provider

September 15, 2010 – New York, NY – MediZine, LLC, a trusted leader in consumer health and wellness information, today announced its corporate repositioning as Remedy Health Media, LLC. The new brand and its accompanying tagline, “The trusted voice for better health,” reflects the company’s two-year evolution to a multiplatform health-information provider, and describes its ongoing commitment to provide consumers with the most credible and relevant health information.

“Remedy Health Media is breaking down traditional distinctions between print and digital media—those boundaries are no longer relevant,” said Michael Cunnion, Chief Executive Officer of Remedy Health Media. “Consumers have become more sophisticated and are choosing to exercise more control over their health and how they receive health content. Our mission is to help them lead healthier lives by expanding access to reliable and actionable health information across an ever-expanding variety of channels.”

The rebranding initiative builds on the company’s long-standing reputation for innovation. In 1994, the company, co-founded by current Remedy Health Media Chairman Traver Hutchins, began marketing consumer health information at point-of-care locations and established exclusive relationships with distribution partners at key pharmacies and physicians’ offices. It later acquired the Remedy brand, consisting of an in-home magazine, direct-mail marketing program, online lead generation platform and suite of custom print publications. Over the past two years, the company has made a series of strategic acquisitions, including: Healthcommunities.com, a physician-reviewed and -monitored website; and University Health Publishing (UHP). UHP has a 25-year history publishing annual consumer health information in conjunction with the University of California, Berkeley, School of Public Health and America’s number-one hospital, Johns Hopkins Medicine. “These acquisitions have positioned Remedy Health Media extremely well for growth, allowing us to reach more than 100 million consumers on multiple platforms,” said Hutchins.

“This combination of high-value consumer reach, editorial expertise and medical excellence makes us exceptional among health-information providers. Many health publishers distribute licensed content and offer only single-channel marketing capability,” said Cunnion. “In contrast, we provide smarter, unique and more authoritative content than anything else on the market today. And that makes us a more valuable marketing partner to our clients, regardless of media platform.”

About Remedy Health Media: Remedy Health Media is a trusted leader in consumer health and wellness information, reaching more than 100 million consumers annually with research-based information to help them make informed choices about their health and well-being. An early pioneer in the use of point-of-care distribution, Remedy Health Media also delivers research-based consumer health education through multiple print and online channels. Based in New York City, Remedy Health Media is a privately held company in partnership with the private equity firm Veronis Suhler Stevenson (VSS). www.remedyhealthmedia.com.

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