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FOR IMMEDIATE RELEASE

Michael Cunnion Appointed Chief Executive Officer

Planned Leadership Succession Positions Company for Future Growth

July 21, 2010 -- New York, NY – MediZine LLC, a trusted leader in consumer health and wellness information, is pleased to announce the appointment of President Michael Cunnion to Chief Executive Officer. As part of a multi-year strategic transition for MediZine from print publisher to multiplatform media company, Cunnion succeeds MediZine co-founder and current Chief Executive Officer Traver Hutchins, who will assume the role of Chairman of the Board.

“For nearly 20 years, we at MediZine have focused solely on helping Americans take a proactive role in protecting their health,” said Hutchins. “Today, that mission has never been more critical, and we continue to evolve to meet the changing needs of consumers and the marketplace. I am confident that Michael possesses just the right skill set to lead this company to greater heights in this new era of consumer health communications.”

Cunnion, age 39, has served as President of MediZine since 2008. He has played a key role in the company’s evolution by rapidly expanding its interactive audience and revenue, and diversifying the company’s assets with the recent acquisitions of University Health Publishing and Healthcommunities.com. Previously, Cunnion served as President of Health Talk, which he led to a successful acquisition by Revolution Health in 2007. Following the acquisition, Cunnion served as Chief Revenue Officer of Revolution Health, where he expanded the company’s revenue and customer base until its merger with Everyday Health, Inc. in 2008. Prior to his time at Health Talk, Cunnion held leadership positions at WebMD, where he led consumer sales strategy and played a key role in the dramatic growth of its consumer business.

“The entire team at MediZine has built a terrific suite of assets from which to grow,” said Cunnion. “Today, consumers choose how to receive their health information, and I’m incredibly enthusiastic about our company’s ability to reach millions of consumers with trusted world-class content across multiple platforms. I am excited to build on this foundation as Chief Executive Officer and honored to lead a team that does such important work.”

Hutchins, a co-founder of MediZine and its leader since 1998, succeeds Dale Lang as Chairman of the Board. Lang has had a distinguished career as an entrepreneur and media executive in the magazine publishing and television broadcasting industries; a major shareholder in the company, Lang has served as Chairman since the company’s inception in 1994. “Traver has played a significant role in influencing the way consumers and marketers think about health and wellness,” said Lang, who will continue to serve as a member of the executive board. “MediZine is now in a terrific position to extend its marketplace dominance across multiple platforms, and we are very pleased to appoint Michael to direct the company’s next phase of growth. His experience in online consumer health has been a terrific asset as the company continues to tap new channels to deliver compelling, engaging and trusted health information.”

MediZine has been a pioneer and leader in consumer health information for decades. After identifying new opportunities to market health information at point-of-care locations, Hutchins co-founded the company in 1994, establishing exclusive distribution relationships with key point-of-care partners. In 2002, MediZine extended its reach by acquiring the Remedy brand, consisting of an in-home publication and direct-mail marketing program, and subsequently expanding it to include online lead generation and custom print publications. In 2008, MediZine acquired University Health Publishing, which publishes consumer health information in conjunction with the University of California, Berkeley and Johns Hopkins Medicine. Most recently, the company acquired Healthcommunities.com to round out its multiplatform portfolio.

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

About Veronis Suhler Stevenson: Veronis Suhler Stevenson (VSS), private equity firm, became a partner in 2007 to support additional organically-developed products as well as acquisition targets. Veronis Suhler Stevenson is a private equity firm that invests buyout and mezzanine funds in the information, education, media and marketing services industries in North America and Europe. VSS, with offices in New York and London, provides capital for buyouts, recapitalizations, growth financings and strategic acquisitions to companies and management teams with the goal to build companies both organically and through a focused add-on acquisition program. To date, VSS equity and structured capital funds have invested in 65 platform companies, which have in turn completed over 300 add-on acquisitions resulting in a portfolio with realized and unrealized enterprise values in excess of \$14 billion. www.vss.com

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