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Remedy Health Media and the University of California, Berkeley Partnering to Launch Online Health Resource BerkeleyWellness.com

*Site publishes evidence-based wellness information and tools in collaboration
with health experts at the University of California, Berkeley*

New York, NY (February 7, 2013) – Remedy Health Media, America’s fastest growing health information and technology company, announces the expansion of its 28-year partnership with the University of California, Berkeley (UC Berkeley) to launch BerkeleyWellness.com, an innovatively designed, expert-reviewed, online health resource providing trustworthy wellness information to consumers.

BerkeleyWellness.com, live today, focuses on wellness news and information, including fitness, self-care and nutrition. BerkeleyWellness.com features interactive multiple-page experiences that drive high-value engagement. The site incorporates quizzes and assessments, beautiful slide shows, email alerts and social media feeds, as well as roundtables and video chats with UC Berkeley’s experts.

BerkeleyWellness.com provides evidence-based wellness content, reviewed by a panel of experts at the School of Public Health at UC Berkeley, offering an industry-leading level of verified knowledge. The projected target audience is highly engaged and proactively looking for health and wellness information. During its first quarter, the site is expected to draw over 1.25 million monthly unique visitors.

BerkeleyWellness.com will offer its launch partners category exclusivity, guaranteed share-of-voice, highly credible native content and viewable impressions in a fresh new advertising environment. Its innovative design is optimized for all devices, creating a unique and engaging user experience on the web, mobile, tablet and social media platforms.

“We are very excited about this new collaboration with Remedy, our publishing partner of the renowned *UC Berkeley Wellness Letter*, to provide reliable, expert-reviewed wellness information to an online audience,” said John Swartzberg, MD, Clinical Professor Emeritus at the University of California, Berkeley and chair of the editorial board of the *UC Berkeley Wellness Letter*. “This expands our mission of public health education and we are pleased to be working with Remedy, our long-standing digital publishing and technology partner, to deliver this important resource for public health.”

“While there are many sources of health information available today, we recognized that none of them were providing the public with this level of evidence-based, expert-reviewed content from a highly respected source like UC Berkeley,” said Michael Cunnion, CEO of Remedy Health Media. “We’re honored to be partners with the team at UC Berkeley and have this opportunity to deliver this unique and trusted wellness information to a much larger audience.”

For more information on Remedy Health Media please visit <http://www.remedyhealthmedia.com/>.

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About Remedy Health Media

Remedy Health Media (www.remedyhealthmedia.com) is a privately held health information and technology company with tools that help millions of patients and caregivers live healthier, more fulfilled lives. Remedy Health Media aims to empower lives with the information and applications needed to efficiently navigate the healthcare landscape, and as a result, to permit better health outcomes through their products and services.