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FOR IMMEDIATE RELEASE

REMEDY HEALTH MEDIA ACQUIRES INTELECARE

***Acquisition of Leader in Mobile Communication for Prescription Compliance
Adds Mobile Technology Capabilities, Interactive Reach and Expands Customer Base***

January 20, 2011 – New York, NY – Remedy Health Media, a trusted leader in consumer health and wellness information, today announced that it has acquired Intelecare, a company that specializes in medical adherence solutions that increase prescription compliance for consumers, health plans, pharmacies and pharmaceutical manufacturers. The acquisition furthers Remedy Health Media's plans to enhance its technology capability, interactive reach and customer base.

The acquisition adds robust communications platforms, including market-adopted mobile solutions and interactive online communication services utilized by millions of consumers. These will expand the reach of Remedy Health Media's consumer offerings. Intelecare's Chief Executive Officer, Kevin Aniskovich, will join Remedy Health Media's executive team as its Executive Vice President for Enterprise Health Services.

"We're thrilled to welcome Intelecare to the Remedy Health Media family," said Michael Cunnion, Chief Executive Officer of Remedy Health Media. "Intelecare provides high-value consumer reach, new technology and mobile distribution, which creates a host of new growth opportunities for our company. Most importantly, Intelecare's mission of helping consumers better manage their health—wherever they might be—is perfectly aligned with Remedy Health Media's mission."

"I am also thrilled to welcome Kevin to the Remedy Health Media executive team," added Cunnion. "He brings an entrepreneurial spirit to our company and is ideally suited to help us grow rapidly in novel ways in both existing and new markets."

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“Remedy Health Media has long been an innovative leader in consumer health communications,” said Kevin Aniskovich, Intelecare CEO. “As a result of this acquisition, we have created an environment that blends smart technologies with compelling content for engaged health care consumers—this bridges the gap between traditional and digital health media in order to foster positive behavioral change. I am delighted to join the Remedy Health Media team and we look forward to increased growth and opportunity.”

This is the third major strategic acquisition completed by Remedy Health Media (formerly MediZine) in three years. In June 2009 the company acquired healthcommunities.com, a highly targeted Internet property consisting of over 30 consumer health channels and covering over 650 conditions. In July 2008, it acquired University Health Publishing, which produces exceptional research-based consumer health information products in partnership with Johns Hopkins Medicine and the University of California, Berkeley, School of Public Health.

About Remedy Health Media: Remedy Health Media, 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 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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