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FOR IMMEDIATE RELEASE

Healthy Advice® Networks Named "Company of the Year-Supplier" *PM360 Trailblazer Awards Recognize Innovation and Achievement in Healthcare Marketing*

CINCINNATI, OH. (September 29, 2010) Healthy Advice® Networks, the nation's leading provider of point-of-care health-education programs for consumers and physicians, is proud to announce they were chosen as "Company of the Year – Supplier/Vendor" at PM360's Trailblazer Awards gala event held at the Mandarin Oriental in New York City on September 24.

The Trailblazer Awards Company of the Year Award honors the company that demonstrates outstanding achievement in three categories: Innovation in Marketing, Social Responsibility, and Talent Development and Retention. A panel of leaders in the industry judged all submissions and narrowed the highly competitive category down to three finalists. Winners were announced at the awards ceremony Friday evening. Healthy Advice Networks distinguished itself by being one of only a few companies selected as a finalist in two categories and also was recognized for its innovative new product, *PracticeWire®*, which delivers real-time health information directly into the physician's back office, filling a previously unmet need.

"The Trailblazer Awards recognize the best work in the industry and Healthy Advice Networks far exceeded expectations," stated Anna Stashower, Publisher of PM360. "Not only were the judges impressed by the continuous innovation in their business of health education at the point-of-care, but also by their exemplary work giving back to the community by donating air time for causes such as Haiti relief or H1N1 and for non-profits such as the March of Dimes and the Arthritis Foundation. Added to these winning points was their almost complete lack of employee turnover."

Deborah Schnell, President, Sales and Strategic Planning at Healthy Advice Networks added, "We are proud to be recognized by PM360's judges and privileged to serve an industry that saves lives every day. We recognize the responsibility we have to continue to innovate and deliver solutions that support our clients' objectives of helping patients live healthier lives and achieve better health outcomes. In addition, we are doing that while creating unbeatable value for our sponsors."

Healthy Advice Networks is the largest and fastest growing health information company in the industry. This year Healthy Advice launched another primary care network, as well as several new programs targeted to both physicians and patients.

About Healthy Advice® Networks

Healthy Advice® Networks provides consumers and healthcare professionals with relevant and accessible health information at the point-of-care and is the largest and fastest growing health-education company in the country. Impacting 435 million patient visits, Healthy Advice Networks delivers health content in the physician's waiting room, exam room, back-office, and in hospitals. Over 53,000 primary care and specialty

physicians and 500 hospitals throughout the U.S. have chosen *Healthy Advice* Networks for their patient-education needs. Leading pharmaceutical and health and wellness brands sponsor their award-winning programs. *Healthy Advice* Networks delivers consistent, measurable results to sponsors year after year, while providing actionable education to patients and physicians at the precise time treatment decisions are made.

For more information, visit the web site at <http://www.HealthyAdviceNetworks.com>.

About PM360

PM360 is the premier, must-read magazine for marketing decision makers in the pharmaceutical, biotech, and medical device industries. Published monthly, PM360 is the only journal that delivers the full spectrum of practical information necessary for product managers and pharma-marketing professionals to succeed in the complex and highly regulated healthcare environment. The journal's targeted and insightful editorial focuses on issues that directly impact critical decision making, including: planning and implementation of cutting edge strategies, trends, the latest technological advances, branding/marketing, advertising/promotion, patient/professional education, sales, market research, PR, and leadership. For more information, please visit: www.pm360online.com/

About the Trailblazer Awards

The PM360 Trailblazer Awards is an annual award program recognizing outstanding achievement and innovation in healthcare marketing in three categories: Trailblazer Company of the Year, Trailblazer Brand Manager Awards and Trailblazer Initiative Awards.