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FOR IMMEDIATE RELEASE

Healthy Advice® Networks Delivers Double Digit Growth for Branded Drugs *Averages of Over 13% when Branded Volume Growth Experienced a -10.4% Decline**

CINCINNATI, OH. (October 18, 2011) *Healthy Advice*® Networks, the nation's leading provider of award-winning patient and physician engagement programs at point-of-care, announced extraordinary results again this year. While the industry saw a staggering -10.4 percent decline in average branded total prescription growth between 2009 and 2010 as reported by leading industry research firm Wolters Kluwer Pharma Solutions*, *Healthy Advice* Networks averaged new prescription incremental gains of 13.4 percent in test versus control across their primary care networks and 13.1 percent in their specialty networks.

"As the research report from *Wolters Kluwer Insights* indicates, this has been an extremely challenging year for the industry," commented Deborah Schnell, President, Sales and Strategic Planning, *Healthy Advice* Networks. "Clearly, the impact of generics and the difficult economic environment has slowed branded growth. The cumulative gains we delivered of over 13 percent in test versus control in our primary care and specialty networks indicate that brands do have options that can influence the negative decline."

Scott Nesbitt, Executive Vice President, Analytics and Information, *Healthy Advice* Networks, added, "Despite the challenging market environment, our results continue to be consistently strong. Historically, we have delivered incremental gains between 11-13 percent for the past six years. Clients depend on the reliability of our results and the integrity of our methodology. These are the key reasons why the vast majority of our clients have been in our networks for years and why new clients choose to participate."

Healthy Advice Networks delivers patient-engagement programs in primary care, cardiology, women's health, pediatric, gastroenterology, urology, dermatology, and rheumatology practices. The company also delivers health information and late-breaking news directly to physicians and their staff through *PracticeWire*®, the only product located in the physician's back office where healthcare practitioners can access information while practicing medicine.

*Pharma Insight 2010, Wolters Kluwer Pharma Solutions

About Healthy Advice® Networks

Healthy Advice® Networks is the leading provider of educational engagement programs targeting physicians and consumers. With programs in the physician's waiting room, exam room, back-office, and hospitals, *Healthy Advice* Networks gives brands the greatest communication channel in the industry when both physicians and consumers are solely focused on improving health outcomes. Combining the latest technologies with digital content and print, and impacting over 435 million patient and caregiver visits annually, *Healthy Advice* Networks reaches patients of all ages and learning styles to deliver forecast-altering business results for their sponsoring pharmaceutical and consumer health and wellness clients. A growing network of over 53,000 primary care and specialty physicians and 550 hospitals throughout the U.S. have chosen *Healthy Advice* Networks for their patient engagement needs. For more information, visit the website at www.healthyadvicenetworks.com