

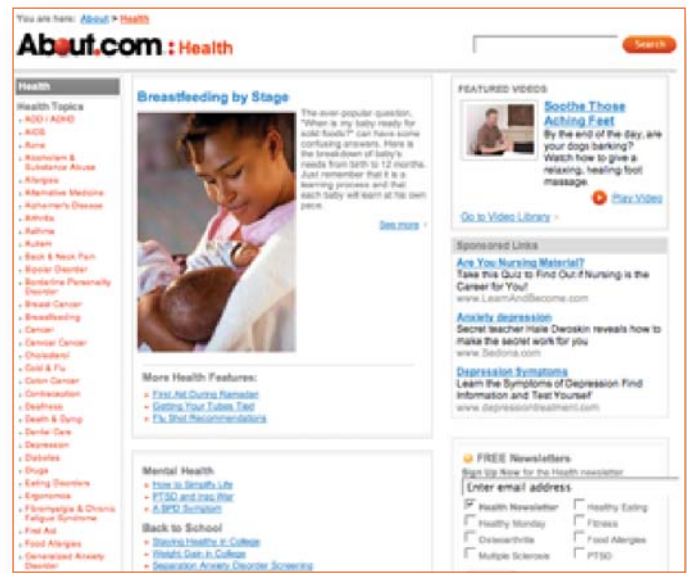
About.com is the Healthy Choice

Finding accurate health information online can be difficult and confusing. About.com's Health Channel is where consumers come to find a consistent, knowledgeable, human voice of reason and reassurance. Whether the search relates to an undiagnosed problem or information on simply wanting to get fit. About.com Health Guides are patient advocates offering practical and accurate information. In fact, About.com has received the coveted HONCode accreditation from the Health on the Net Foundation. HON's mission is to guide consumers to reliable, understandable, accessible and trustworthy sources of medical and health information. Coincidentally, that's what About.com's Health Channel is all about.

Why is About.com's Health Channel So Trusted? Great Guides:

All About.com Guides are experts in their fields. They're highly trained and dedicated to helping the About.com readers answer a question, solve a problem or simply learn more about a topic. Those credentials are proudly displayed on every article. Meet just a few of our Health Guides:

- **Pediatrics: Dr. Vincent Iannelli** – a board certified Pediatrician and Fellow of the American Academy of Pediatrics and the author of *The Everything Father's First Year Book* makes Dr. Iannelli a truly trusted voice of medical advice.
- **Thyroid Disease: Mary Shoman** – nominated in 2005 for the Quills Award for her 2004 New York Times Bestseller, *The Thyroid Diet*.
- **Alternative Medicine: Cathy Wong, N.D** – as a naturopathic physician and authority on alternative medicine, her inspirational approach combines the best of modern science with the best of the healing traditions. Cathy has developed programs for holistic weight loss, detox, rejuvenation, and optimal health for spas and health clinics across North America.
- **Exercise: Paige Waehner** – she's an ACE certified personal trainer and freelance writer with more than ten years of exercise experience. Paige has written books such as *The Buzz on Exercise & Fitness* as well as many articles for prestigious publications including *Pregnancy Magazine* and *Runners World Online*.



Award-winning Content: Three WWW Health Awards

In 2007, About.com Health received a merit award for Best Patient Education site. In 2005, two Health GuideSites and About.com Health also received WWW Health Awards.

Strategic Partnerships

About.com utilizes strategic partnerships to offer visitors additional tools and content:

- A.D.A.M.: provides physician-reviewed content including the A.D.A.M. Health Illustrated Encyclopedia and step-by-step surgeries and procedure
- Gold Standard: provides Consumer Drug Information as well as data on Drug Interactions and Identification

About.com Health: The Ideal Prescription for Building Brands

- Ranked #2 brand in the Health category
- About.com's Health & Fitness Channel extends your reach – only a 5% audience overlap with MSN Health and an 11% overlap with WebMD
- About.com's Health Channel reaches more women 25–49

* Source: Nielsen//NetRatings, July 2007