

## Press Release

### Hospital Media Network Changes Name to Health Media Network to Reflect Broader Scope

**NEW YORK, NY, March 1, 2008** -- Hospital Media Network, the nation's largest community health and wellness media portal, announced that it is changing the name of its media property to Health Media Network. The change in name reflects the growth and vitality Hospital Media Network has experienced over the last several years. The change also coincides with the launch of Health Media Network's new digital television platform. The system will feature 42" HD digital widescreen monitors.

The monitors will be located in the public corridors and waiting room areas of hospitals, healthcare clinics, and doctor's waiting rooms. The HMN television network will compliment Health Media Network's targeted poster advertisements. Combined; Hospital Media Network reaches over 20 million consumers and medical professionals and generates over 163 million media impressions annually. Hospital Media Network's primary partner in New York is New York Health Hospitals Corporation. HHC services the healthcare needs of 1 out of every 6 New Yorkers annually and is the largest community hospital system in the United States.

"The launch of our digital network puts Health Media Network at the forefront of digital technology, serving the needs of the healthcare consumer by providing valuable healthcare programming and critical information from our healthcare partners and sponsors" said, Chris Culver, CEO of Hospital Media Network. "Each one of our LCD monitors has its own IP address so we can pinpoint both content and advertising to a specific location throughout our network, Culver continued.

"Health Media Network currently offers two target channels across 35 medical specialties; the Primary Care Network which targets adult healthcare in the areas of cardiology, diabetes, asthma, oncology and mental health -- to name but a few; and the Parenting Network comprised of Pediatric, OB-GYN offices, hospital maternity wards and clinics delivering young moms with children", according to Ken Smallwood Vice President, Sales and Marketing. "Health Media network can also target multi-cultural audiences including; Hispanic and African Americans", continued Smallwood

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