

Press Release

Health Media Network and Time Warner Cable Enter Into Licensing Agreement

HMN to air healthcare, news and weather segments from Time Warner Cable

NEW YORK, NY, June 22, 2009 – Health Media Network announced a licensing agreement with Time Warner Cable under which HMN will narrowcast news, weather, movie reviews and health stories across the HMN digital signage network in hospitals and private physician waiting rooms. With its strong emphasis on multicultural programming, Health Media Network is a natural fit for Time Warner's blend of local, community oriented news and human interest stories.

Time Warner Cable offerings on the HMN network will include health stories from the NY1 archives as well as new health stories published on a regular basis. Segments cover a wide range of health topics including fitness, pregnancy, wellness and home healthcare options. TWC will also provide HMN with a news and weather feed in an RSS format which will enable HMN to offer its viewers informative, local updates throughout the programming day.

"Time Warner Cable is a perfect partner for HMN in the New York City market. Its content is excellent and the NY1 brand is recognized by everyone" said Chris Culver, CEO of Health Media Network.

Health Media Network's programming takes advantage of IP-addressable technology in order to deliver the most appropriate content to each waiting room environment. HMN segments the content for specialties such as Women's Health, Pediatrics, Primary Care and various demographic groups including its extensive Hispanic waiting room audience.

About Time Warner Cable

Time Warner Cable is the second-largest cable operator in the U.S., with technologically advanced, well-clustered systems located in five geographic areas - New York State (including New York City), the Carolinas, Ohio, southern California (including Los Angeles) and Texas. Time Warner Cable serves more than 14 million customers who subscribe to one or more of its video, high-speed data and voice services. Time Warner Cable Business Class offers a suite of phone, Internet, Ethernet and cable television services to businesses of all sizes. Time Warner Cable Media Sales, the advertising arm of Time Warner Cable, offers national, regional and local companies innovative advertising solutions that are targeted and affordable.

About Health Media Network

Health Media Network broadcasts in the corridors and on the walls of America's hospitals, healthcare centers, clinics, and doctor's offices. Health Media Network surrounds consumers with targeted advertising, marketing, and educational information. Health Media Network reaches millions of health-minded consumers, patients, physicians and medical employees every month and is the first community health and wellness portal to offer simultaneous, multichannel access for markets seeking high-impact, targeted, and scalable advertising solutions in the healthcare space.

Health Media Network
19 West 21st Street
Suite 601
New York, NY 10010
(212) 358-4000

Ken Smallwood
Vice President, Sales & Marketing:
kens@hmnads.com
(212) 358-4043

###