

Remedy Health Media Named Best Healthcare Consumer Media Brand of 2016
HealthCentral.com Presented with Top Honors from 2016 Medical Marketing & Media Awards

(New York, NY) - October 12, 2016 - Remedy Health Media (Remedy), a leading health information and technology company and their flagship website *HealthCentral.com* was named Best Healthcare Consumer Brand of 2016 by Medical Marketing & Media (MM&M).

"We are honored to be recognized by our peers for the great work our teams have accomplished," said Remedy's Chief Executive Officer, Mike Cunnion. "Receiving Best Healthcare Consumer Media Brand from MM&M highlights our dedication to connecting people by telling beautiful, emotional stories that empower and inspire millions of patients and caregivers to live healthier," Cunnion added.

MM&M praised HealthCentral's creative and original initiatives, including *Live Bold, Live Now*, an immersive storytelling series focused on real patients. This flagship program includes *Journey* and *Turning Points* - which have received overwhelmingly positive responses from audiences and advertisers. *Journey* chronicles patients' journeys from diagnosis, through hopelessness, to ultimately taking control of their health. *Turning Points* focuses on conversations between patients and loved ones about pivotal points at which they took control of and overcame the limitations of their condition.

The MM&M Awards honor the best in healthcare marketing, communications, and media, as well as the people and agencies behind the work. Categories range from industry-leading multichannel campaigns and the best branded websites for healthcare professionals to marketers of the year. The finalists emerged from two rounds of judging by 125 healthcare marketers. The MM&M Awards winners were announced at a ceremony in New York City on October 6th. This is the third year that Remedy has received recognition from MM&M, with TheBody.com winning gold in 2013 and BerkeleyWellness.com winning the Silver Award in 2013 and top honors in 2014.

"We are delighted to be honored this year and selected as winners," said Rebecca Bauer, Executive Vice President, Editorial. "It is thrilling to empower patients not to be defined by their condition but to live boldly, inspiring others to overcome health challenges."

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About Remedy Health Media

Remedy Health Media (Remedy), a leading digital health platform that provides content, tools and real stories in an emotionally engaging way to inspire millions of patients and caregivers live healthier and more fulfilled lives. Remedy is improving consumer health engagement and outcomes through the development of authentic communities of health information seekers who can interact and learn from a relatable physician, pharmacist, public health and patient experts. Remedy currently helps over 200 million health consumers annually through various digital, mobile and point of care information products and technologies. To learn more about Remedy, please visit www.RemedyHealthMedia.com.