



MedPage Today® Wins Prestigious eHealthcare Leadership Award

FOR IMMEDIATE RELEASE

Wednesday, November 28, 2007

LITTLE FALLS, NJ · November 29, 2007 · In recognition of its excellence in delivering exceptional and timely information and additional web-based resources to physicians and clinicians, MedPage Today, LLC (www.MedPageToday.com), has received a prestigious gold level eHealthcare Leadership Award in the category Best Health/Healthcare Content- Physician/Clinician-Focused Site.

MedPage Today is the innovative source of medical news that provides 24/7 real-time coverage and continuing medical education credit to physicians and other clinicians.

The eHealthcare Leadership Award program, now in its eighth year, is conducted by eHealthcare Strategy & Trends (www.strategichealthcare.com), a leading Internet publication and online healthcare marketing resource. Nearly 1,200 healthcare organizations, online healthcare companies, pharmaceutical firms, and business-improvement sites submitted entries this year. An independent panel of judges evaluated all website submissions in 12 distinct categories, rating them according to standards of Internet excellence and how they ranked alongside other entrants of comparable type, size, and resources. The winners were announced at the Eleventh Annual Healthcare Internet Conference, held November 4-6, 2007, in Las Vegas, Nevada.

"We are honored to receive this prestigious award as well as the recognition it bestows on MedPage Today as an important and relevant resource for medical professionals," said Robert Stern, CEO and President. "It is a tribute to the entire MedPage Today team, who works diligently day in and day out to develop and produce the content for our outstanding website. I couldn't be more proud of this accomplishment."

Judging criteria for the Best Health/Healthcare Content- Physician/Clinician-Focused Site category include how extensive, balanced, up-to-date, well organized, and credible the information presented is, and can the material be tailored to individual needs. MedPage Today scored highly on all of these metrics.

Stern further remarked, "Competition is keen within the healthcare information arena, and the key players must keep current with advances in both technology and healthcare in order to maintain their competitive edge. MedPage Today will continue to investigate and implement new and innovative ways of delivering to clinicians the highest quality and most timely information and online resources they need to improve patient care."

About MedPage Today

MedPage Today's mission is to be the leading provider of real-time 24/7 breaking medical news coverage for healthcare professionals. MedPage helps clinicians better understand the news by providing timely and actionable reporting and analysis that puts complex information into context.

More information is available at www.medpagetoday.com. MedPage Today is PUTTING BREAKING NEWS INTO PRACTICE®.

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