



SHARECARE AND HEALTHLINE NETWORKS ANNOUNCE NEW PARTNERSHIP TO SEAMLESSLY EXTEND THE HEALTH AND WELLNESS CONTENT EXPERIENCE ON SHARECARE.COM

Healthline's Medically Guided Search Platform, Visual Learning Tools, Content and Decision Support Applications Selected to Enhance Consumer Engagement and Learning on Sharecare.com

SAN FRANCISCO, CA & ATLANTA, GA; Sept. 27, 2011 – Sharecare, an interactive social Q&A platform created by Jeff Arnold and Dr. Mehmet Oz in partnership with Harpo Studios, HSW International, Sony Pictures Television and Discovery Communications, and Healthline Networks, one of the largest and fastest-growing providers of health information services, today announced they are integrating Healthline's suite of applications, content and navigation services -- all powered by the company's medically-guided search platform -- on Sharecare.com and accessible through integrated links on DoctorOz.com. Designed to provide the consumer with a comprehensive health content experience, the partnership will also feature Healthline SmartAnswers, contextual content briefs with related links that include the high-quality content from Sharecare expert contributors and DoctorOz.com.

Sharecare.com is the most recent strategic partner in the Healthline HealthWeb™, the largest advertising network in the health information category. Through the partnership, Sharecare joins Healthline's roster of blue chip publishers, reaching more than 40 million health information seekers each month.

"Sharecare is addressing a critical need for accurate, trusted medical information with content from the nation's most prestigious physicians and health organizations," said West Shell III, Healthline Networks' chairman and CEO. "Healthline shares their vision to help simplify the consumer's search for health and wellness information, and benefit from the collective wisdom of expert contributors - they are taking the best of what they do and the best of what we do to create a more comprehensive and actionable experience."

Through the partnership, Sharecare.com will also integrate Healthline BodyMaps™, a 3-D visual search application that allows consumers to navigate male and female anatomy, view systems and organs down to their smallest parts and explore in detail how the body works. Access to this visual learning platform will enhance searches and Q&A activity on the site with expanded content including detailed videos, animations, wellness guides and learning centers.

"Sharecare brings the world's most trusted brands in health and wellness together in one site and provides them with innovative technology to deliver essential health information and community support that inspires action whether it's starting to eat healthier, taking better care of your skin, or connecting with a local doctor," said Jeff Arnold, chairman and chief architect of Sharecare. "Healthline's medically-guided search and clinical apps will help make it easier for users to find what they need. Our goal is that by all of us in the healthcare industry working together, we can use technology to put accountability into care and help people live their healthiest lives."

Sharecare will be rolling out new content, applications and navigation features in coming months, including implementation of Healthline's SymptomSearch™, TreatmentSearch™, and DrugSearch™.



About Healthline Networks

Healthline Networks is the fastest growing provider of intelligent health information services, enabling 100 million consumers a month to make more confident, informed healthcare decisions. The company's proprietary consumer healthcare taxonomy, the largest of its kind, powers a suite of intelligent health search, content and advertising services. Combining advanced search technology with deep medical expertise, Healthline partners with a network more than 50 trusted destination sites that include publishers, portals, search engines, employers and health plans. Headquartered in San Francisco and ranked #54 in Deloitte's 2010 Technology Fast 500, Healthline is backed by Aetna, GE/NBC Peacock Fund, Investor Growth Capital, Kaiser Permanente, Reed Elsevier, U.S. News & World Report, and VantagePoint Venture Partners. For more information, visit <http://www.healthline.com>.

Media Contact

Jennifer Conway, Dotted Line Communications

Jennifer@dottedlinecomm.com

978-463-0289

About Sharecare

Launched in 2010 and based in Atlanta, GA, Sharecare's mission is to greatly simplify the search for high-quality healthcare information and answer the world's questions of health. Created by Jeff Arnold and Dr. Mehmet Oz, in partnership with Harpo Studios, HSW International (NASDAQ: HSWI), Sony Pictures Television, and Discovery Communications, the Sharecare interactive social Q & A platform allows people to ask, learn and act upon questions of health and wellness. The company's innovative approach provides a wide array of expert answers to each question ranging from hospitals to MDs to non-profits to healthcare companies to active health consumers, ultimately creating a community where healthcare knowledge is built, shared and put into practice.

Media Contact

Geoff Curtis

WCG on behalf of Sharecare

312-646-6298