

FOR IMMEDIATE RELEASE

November 14, 2007

Contact: The HealthCentral Network

Lucie Leblois, Director of Marketing

leblois@THCN.com

703.302.1053

The HealthCentral Network Launches Social Networking and Information Site for Teens with Diabetes

ARLINGTON, VA — In honor of World Diabetes Day, The HealthCentral Network, Inc. (www.HealthCentral.com) today launched DiabeTeens.com, a site dedicated to helping teens with diabetes connect to one another. The site will also provide insight and information on type 1 diabetes.

DiabeTeens.com includes regular blogs by teens with diabetes, tools to manage the disease, and a diabetes lifestyle advice column by type 1 patient Ginger Vieira, a blogger who specializes in writing about coping with diabetes, diet and exercise. Readers are encouraged to write their own blogs for the community, relating their experiences with type 1 diabetes.

“Teens with diabetes have not had place of their own to share their experiences, and some teens feel they lose their identity in having this disease,” Ann Bartlett, Juvenile Diabetes Research Foundation Capitol Chapter board member and type-1 diabetic, said.

“DiabeTeens.com will give teens the opportunity to write about their experiences, offer peer support and find a place to get answers about living with diabetes.”

“The formative teen years are made even more difficult by a diabetes diagnosis – most kids are afraid to talk about the disease because they fear being different,” said Chris Schroeder, CEO and President of The HealthCentral Network. “It is our goal to give them a place where they don’t have to be afraid to ask tough questions and seek support and information about the management of type 1 diabetes.”

DiabeTeens.com is the sister site of MyDiabetesCentral.com, which won the prestigious Freddie Award in 2006 and a World Wide Web Health Award for diabetes patient education in 2007.

About The HealthCentral Network

The HealthCentral Network, Inc. (www.healthcentral.com) is a new and unique online offering, comprised of over 30 general health and highly specific condition and wellness web properties, each committed to offering a voice in everyday and personal language people can understand and connect with at critical points in their lives. Each site provides timely, interactive, in-depth and trusted medical information (from Harvard Health

among others), and connections to leading experts and thousands of people who share their related experiences and inspiration.

The HealthCentral Network recently launched personal health tools including the most comprehensive web solution for caregivers managing their communities of friends and families (www.carecentral.com). The company also produces the nationally syndicated television show, "Medical Breakthroughs with Dr. Dean Edell," and has a library of nearly 1,000 short-form, condition-specific videos throughout its network.

The HealthCentral Network was acquired in 2005 by Polaris Ventures, Sequoia Capital, The Carlyle Group and Allen & Company, and has built a management team that combines decades of experience in interactive media and medical, science and news journalism. The company received top recognition from The International Health and Medical Media Awards with a 2006 FREDDIE Award for MyDiabetesCentral.com and the Health Care Standard of Excellence WebAward from the Web Marketing Association.

###