

Press Release – May 13, 2009

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ANSWERS MEDIA AND ECARE SOLUTIONS FORM PARTNERSHIP TO ENHANCE ONLINE HEALTH INFORMATION

Chicago, IL and Milwaukee, WI

Answers Media, the leading provider of internet and mobile video content, announced today a partnership with eCare Solutions, a health management technology and cost containment leader, formed to launch on-line products that improve consumer user outcomes. Answers Media and its partner American Association of Family Physicians (AAFP), with 94,000 members, provide video and text patient education to over 3,000,000 unique viewers per month.

Under the terms of the agreement, AM will be the exclusive provider of health video content for eCareConnect™ Suite of health management solutions, including the Personal Health Desktop,™ mobile content and other modules in the technology suite. eCare will be the exclusive provider of Health Risk Assessment, health claims analysis and related predictive modeling tools to Answers Media, to be deployed to various media outlets, consumer websites, cable channels and mobile content outlets.

“We chose the eCare HRA because of the unique ability to predict future disease. The clinical science and predictive modeling tools Dr. Gavary and his staff have developed far surpasses the many we reviewed,” stated Jeff Bohannon, CEO of Answers Media. “Their (eCareConnect™) suite of health management products is the most integrated and broadest we have seen.” Dr. G. Raymond Gavary is the founder, CEO and Chief Medical Officer of eCare Solutions.

“Answers Media quality and scope of videos and interactive content is the most comprehensive in the health care information market,” states Dr. Gavary. “Another important facet of the relationship is the spirit of co-development that exists between the two organizations, and the synergy to bring much more interactive content to the consumer market, and our online, mobile or Wholeistic Coaching™ participants,” stated Gavin Quinnies, president of eCare Solutions.

About eCare Solutions

eCare Solutions is a health advancement company that provides tools and services for health management, predictive modeling of health risk exposure and health risk cost avoidance. eCare Solutions’ mission is to develop and deliver technology-enhanced solutions for addressing the health care and health benefits concerns of corporate customers. eCare Solutions’ core product, eCareConnect, offers a broad range of lifestyle and disease management applications with a comprehensive patient centric health information system. eCare Solutions also provides a full complement of health risk management services such as

disease management, health coaching, on site health centers, health promotion, and health risk assessment for consumers, municipal, medical, managed care, insurance and corporate clients. US HealthCenter is the parent company of eCare Solutions.

About Answers Media

AnswersMedia is an advanced media and technology company specializing in the design, production, management and publishing of interactive, HD video experiences. Headquartered in Chicago, Illinois, AnswersMedia is comprised of corporate media services, syndication activities and AnswersTV with a targeted focus on interactive communications in the health care space.