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## **WNBA Star Rebecca Lobo Joins Body 1, Inc. as National Spokesperson**

*~~ Consumers now linked to medical technology and advances ~~*

**Cambridge, MA, June 2000** – Body 1, Inc. today announced Rebecca Lobo, one of the premiere athletes in women’s sports and a forward for the WNBA’s New York Liberty, as national spokesperson. Body1, Inc. has pioneered internet-based Knowledge Cooperatives, or KnowCo’s, for healthcare. KnowCo’s link consumers to interactive content-rich information on medical technologies that treat ailments and diseases specific to body parts. KnowCo’s accelerate the introduction of medical technology treatments to consumers, providing information that has not traditionally been available.

Lobo, who suffered a season ending torn anterior cruciate ligament (ACL) in the first minute of the 1999 WNBA season, believes consumers should take responsibility for their own health care. “Through my own recent knee injuries I know specific health information can make a difference in how I make healthcare decisions,” said Lobo who recently underwent two knee surgeries to repair the torn ACL. “I agreed to work with Body1 because of its ability to provide consumers with information not just on specific diseases or conditions, but also on medical innovations used to provide the care.”

Lobo, who plans to return to the WNBA this season, underwent surgery in July 1999 when doctors repaired her tear with a cadaver tendon. After five-and-a-half months of rehabilitation, Lobo returned to the court, only to re-injure the same tendon. “My physician told me about the procedure I would be going through and my options, so I felt pretty certain they were making the best choice for me. But as a professional athlete, this type of an injury means a lot more to me – it could have cost me my career.”

She added, “As consumers, we should have the most detailed information about our health and our treatment options. It could be very frustrating to go through a traumatic experience like this, to be forced to make difficult

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decisions quickly, and then not be able to find all the necessary expertise about treatment options and medical technologies to make an informed decision.”

Body1.com, the core e-site of Body 1, Inc., has developed partnerships with medical technology titans Health Industry Manufacturer’s Association, Smith+Nephew, and Genzyme, along with some of the nation’s leading physicians, to offer a direct link to consumers. Body 1 was established to provide consumers with an interactive setting where they can learn about new advances and interact with experts in medical technology – the missing link in healthcare today.

Christopher Messina, President and Chief Executive Officer of Body 1, Inc., is ecstatic to have Rebecca Lobo and her high professional standards represent Body 1, Inc. “Rebecca’s partnership with Body 1, Inc. is a perfect example of how consumers are empowering themselves to manage their own health,” he said.

In a national survey conducted by Yankelovich Partners, almost 80 percent of Americans said consumers should take primary responsibility for their healthcare decisions. “This demonstrates that consumers today more than ever are in charge of their healthcare decisions,” said Messina. “At Body 1, we provide consumers access to very specific information in a convenient manner. Consumers can locate comprehensive medical information and technology innovations literally in only ‘one click.’”

Later this month, Body 1, Inc., will launch the video-enabled version of its original KnowCo, Knee1.com, with a live web cast of knee surgery. Knee1.com is the leading resource for information on knee conditions or procedures, like the ACL injury, which kept Lobo off the court in 1999. During the year, the company will roll out KnowCo’s dedicated to specific body areas, including shoulders, veins, and ankles.

“I only wish I could have used Knee1.com as a resource when I had to make decisions about my surgery. Fortunately I had access to the best physicians and treatment options through the WNBA. Without this access, the site would have allowed me to schedule a physician consultation about my injury and surgical options. Now I can share my story with other people suffering from the injury and help them to get the same level of knowledge. This is just the type of knowledge consumers today need,” Lobo added.

Founded in February 1999, Body1, Inc. is the Internet’s leading developer of interactive content-rich communities, or KnowCo’s, a source for cutting-edge medical technologies and information. Body1, Inc. draws its expertise from the leading technology firms, universities, and teaching hospitals in the Cambridge area and beyond.

For more information about the upcoming live web cast contact Jessica Norris at 202-944-1920 or Julie Abadie at 202-944-5127.