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## **Knee1.com Broadcasts Live Webcast of ACL Knee Surgery**

*~~ Women are more likely to suffer from this common knee injury ~~*

*New York, NY, June 27, 2000* – Knee1.com today broadcast a live Webcast of an anterior cruciate ligament (ACL) re-constructive surgery. Russell Warren, MD, Surgeon-in-Chief at the Hospital for Special Surgery (NYC), attending Orthopedic Surgeon at its Sports Medical Center, and team physician for the New York Giants, will perform the procedure. The injury, one of the most common among athletes, affects female athletes at a higher rate than their male counterparts. Smith+Nephew, a leading manufacturer of medical devices, including the Endobutton fixation device, co-sponsored the broadcast. The Endobutton, which was used in the surgery, holds the soft-tissue ACL graft in place while the bone heals around the replaced ligament, returning the knee to full function.

The ACL, one of the main structures of the knee joint, is the most commonly injured ligament in the knee, usually resulting from a twisting or impact injury, a sprain, an avulsion or a complete tear. Over the last 15 years, knee ligament injuries have increased by 172 percent, while ankle sprains have decreased by 86 percent and lower leg fractures by 88 percent.

“I’ve been dealing with knee problems for the past seven years,” said patient Christine Jurczak, who says her friends now call her “the bionic leg.” “I think it is important for others with similar injuries to be able to witness first-hand this surgery,” she added. Jurczak, 21, is a competitive athlete and graduate of Hobart and William Smith College in Geneva, NY. She currently resides in Brick, New Jersey.

“I think it’s fantastic that professional athletes, like Body1, Inc.’s spokesperson, WNBA star Rebecca Lobo, are sharing their experiences and helping to empower people with the resources to take control of their health and wellness,” said Jurczak. “Nothing is more credible than true experiences from respected people.”

***Knee1.com Live Web Cast 2-2-2***

“Consumers need to have the necessary resources to make educated decisions when it comes to their healthcare,” said Chris Messina, Body1, Inc.’s President & CEO. “Body1.com’s Knowledge Cooperatives provide the most comprehensive collection of information on individual body parts available on the Web, enabling consumers to take control of their health and well being.

“The Webcast is a unique and interactive way to deliver information to consumers,” added Messina. “We are excited about this event.”

**REPORTERS PLEASE NOTE:** If you were unable to view the live Webcast, it is accessible through <http://www.knee1.com>.

Knee1.com is the first Knowledge Cooperative, or KnowCo, developed by Body1, Inc., a business-to-business provider of Internet-based sales acceleration programs for Fortune 1000 medical technology and biopharmaceutical companies. The site provides consumers and medical experts with an interactive setting in which they can learn about knee conditions, injuries, available treatments and new surgeries from leading experts. Consumers also can exchange their experiences with each other through on-line forums, share or post stories on their knee conditions, obtain information on knee anatomy, or learn about the latest trends in surgery and technology. 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 and beyond the Cambridge, MA, area and beyond.

Founded in 1863, the Hospital for Special Surgery (HSS), [www.hss.edu](http://www.hss.edu), is the world’s leading orthopedic, rheumatologic and rehabilitation specialty hospital. The Hospital’s Sports Medicine Center doctors also are team physicians for the New York Mets baseball team, the ATP (Association of Tennis Professionals) and the U.S. Rowing Team. It achieved top rankings in orthopedics and rheumatology in *U.S. News and World Report’s Annual “America’s Best Hospitals.”* HSS is an academic teaching hospital affiliated with Weill Medical College-Cornell University. The HSS research institute is an internationally recognized leader in the investigation of musculoskeletal and autoimmune diseases.

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