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## **Prominent Biotech, Healthcare Leaders Join Board of Boston-Based Internet Company**

*~~ Body 1, Inc. to Tap into Expertise and Innovation ~~*

**Cambridge, MA, September 2000** – Body 1, Inc., a healthcare Internet company based in Cambridge Massachusetts, announced today the appointment of Henri A. Termeer, President, CEO and Chairman of Genzyme Corporation - an international industry leader in biotechnology - and John M. Ludden M.D., a leader in healthcare business at Tufts University Medical School, to its board of directors. Termeer and Dr. Ludden combined bring more than 60 years of biotechnology and healthcare experience and expertise to Body 1. Chris Messina, Body 1 President and CEO, is proud to have highly regarded opinion leaders in the biotechnology and healthcare arenas become part of the company. “Both Mr. Termeer and Dr. Ludden will play a significant role in shaping the Body 1 business, and will serve as an integral part of the company,” said Messina. “They will exist as active participants in the strategic planning process and future of the company.”

Termeer and Dr. Ludden are both pleased to become part of Body 1 and the Internet healthcare arena. “Body1, the Internet field and the medical field are of great interest to me, Termeer said. “I hope to help Body 1 position itself on how best to bring biotechnology innovations to consumers by using the Internet. With its content-rich communities, called Knowledge Cooperatives (KnowCo’s), Body 1 offers in-depth focus on specific body parts; most other Internet companies have only broad-based sites. Body 1 has a unique niche not touched by others in the health care Internet.”

Body 1, Inc., whose core e-site is Body1.com, provides consumers with an interactive setting where they can learn about new medical technologies used to treat and diagnosis various conditions specific to certain body parts. The company launched its first KnowCo Knee1.com in June 2000. Knee1.com focuses on providing consumers with a setting in which they can learn and obtain information about diseases, injuries and medical treatments specific only to knees. Knee1.com has also been effective in establishing a sense of community for those with knee injuries through its interactive chat and forum functions. Veins1.com and Medtech1.com will be launched in September.

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Dr. Ludden hopes to provide Body 1 with tools and objectives to help deal with the complex world of healthcare and health technology. One of the biggest changes in healthcare today has been the advent of many new broad based technologies said Ludden. But Body 1 has developed the deep technologies to focus on specific areas. “Internet medicine – everyone knows that is where we are going,” Dr. Ludden added.

Termeer, renowned worldwide for his contributions to the biotechnology industry, was appointed president of Genzyme Corporation in 1983 and he became CEO in 1985 and chairman in 1988. Though the integration of information sharing between the medical/biotech industry and the Internet is relatively new, Termeer says he thinks this sharing of information will become a part of our every day lives in the future. “The advances in this field within the next 10 years will be exponential. The integration of the medical field and the Internet is an evolutionary process, and every year we will see significant advances,” added Termeer.

Dr. Ludden, director of the MD/MBA program at Tufts University Medical School and previously senior vice president of medical affairs of Harvard Pilgrim, said having the Internet as a vehicle to obtain healthcare information is empowering for consumers and provides an efficient encounter between patients and doctors that may not have happened. “The integration of healthcare and the web is leading to a three-part trust between patient, doctor and the Internet,” Dr. Ludden said. “Information technology is very important for people who have to make major health care decisions. It helps us determine what decisions to make, our options and what other people are experiencing.”

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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. 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. Body 1, Inc. draws its expertise from the leading technology firms, universities and teaching hospitals in the Cambridge area and beyond.