



Accelerating Sales for the Biomedical Industry

222 Third Street
Cambridge, MA 02142
Phone 617-576-9400
Fax 617-576-9430
www.body1.com

Press Release

Contact: Kelly Schrade (kschrade@body1.com)

Body1 Named Finalist for MIMC Award

Cambridge, MA, September 29, 2003. One of Body1, Inc.'s web sites, Medtech1.com, was recently named one of five finalists for the Massachusetts Interactive Media Counsel (MIMC) Award for the best interactive work and technology applications in the Biotechnology/Pharmaceuticals category. Final award winners will be announced at the MIMC Awards Ceremony, scheduled to take place on Tuesday, October 21, 2003.

Body1, Inc.'s competitors in the Biotechnology and Pharmaceuticals category are RDVO, Inc., for its Agencourt Bioscience Corporate Site, Animation Technologies, for its ADHD Treatments in Perspective site (completed for Novartis Pharmaceuticals), Molecular, for its PerkinElmer Life and Analytical Sciences Site for PerkinElmer, and Vertex Pharmaceutical's corporate site. Last year's winner in this category was Animation Technologies' Total Trauma Solutions CD-ROM, completed for Howmedica Osteonics.

The MIMC Award Ceremony, held annually since 1996, is the largest and best-known national award ceremony of its type, and the 2,500 member organization includes Fortune 1000 executives, interactive media specialists, and technology trailblazers from New England and beyond.

About Body1, Inc.

Body1, Inc. educates targeted populations and provides interactive marketing tools for medical product manufacturers. Body1's customers include: Becton Dickinson, Boston Scientific, Genzyme, Guidant, and Smith & Nephew. Body1 connects directly with consumers and physicians involved in specific medical areas through its network of knowledge communities or "KnowCo's". These online communities include <http://www.Heart1.com>, <http://www.Reflux1.com>, and <http://www.Knee1.com>. In addition to interactive patient and physician communities, Body1 provides multimedia tools for online medical education programs (the *eForums* suite). It also provides accredited physicians with complementary websites through <http://www.Doctors1.org>. Body1's programs all accelerate the adoption of novel approaches that enhance human health.

The Body1 Network is one of the most visited online health networks, with over 3 million visits per year and is accredited by the Health on the Net (HON) Foundation.

About Medtech1.com

Medtech1.com was created in October of 2000. A joint venture by Body1, Inc., and AdvaMed, the Advanced Medical Technology Association, Medtech1.com was created with the goal of creating a reliable, user-friendly web source of information on the

latest medical technology. At the time of the site's launch, Christopher Messina, the President and CEO of Body1, Inc., noted:

"Accessible, easy-to-understand information on leading-edge medical technology has long been a missing link in healthcare. Drawing from the knowledge and expertise of America's leading medical technology companies, [MedTech1.com](http://www.MedTech1.com) will enable users the unique ability to search for technology options by disease or condition. . . They can also interact with experts and other patients about these procedures, and obtain information about the latest clinical trials."

To read the original [MedTech1.com](http://www.MedTech1.com) launch press release, click [here](#).

More Information

For further information, go to <http://www.Body1.com> or contact Kelly Schrade at kschrade@body1.com or 617-576-9400.