



Accelerating Sales for the Biomedical Industry

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Press Release

BODY 1 ANNOUNCES STRATEGIC ALLIANCE WITH GUIDANT CORPORATION WITH LAUNCH OF HEART1.COM

CAMBRIDGE, MA, September 6, 2002 -- Body1, Inc. today announced a strategic partnership with Guidant Corporation (NYSE and PCX: GDT) in launching Heart1.com. This partnership creates an Internet-based channel for Guidant to provide educational healthcare information to heart attack survivors and their families.

Body1, Inc. has developed a comprehensive approach to educating targeted patient populations through its network of sites such as Veins1.com, MedTech1.com and Knee1.com. Body1, Inc. is one of the Internet's most visited networks for health information for the over 100 million patients that now use the Internet to look for information about their health. Many physicians are referring their patients to the Body1 network, which is emerging as a highly credible, patient-friendly source of health information. Medical professionals review the health information on Body1's sites.

Guidant and Body1, Inc. are creating a resource center focused on therapy awareness, treatment options and other resources for heart attack survivors. This program is building on recently announced research results in options for increasing survival after heart attacks. Fritz French, Guidant Vice President of Corporate Marketing commented, "Guidant is committed to helping patients receive relevant, credible and clear information about cardiac and vascular disease. The Heart1 website does this very well by providing information especially relevant for people who have survived a heart attack."

"We are excited about launching Heart1 with Guidant because we know how powerful the Internet can be in impacting the health care decisions made by the public, and because Guidant is one of the premier health manufacturers in both cardiac health and innovation," said Chris Messina, CEO of Body1, Inc.

Founded in February 1999, Body1, Inc. provides interactive outsourced sales and marketing solutions for the biomedical industry. It is a closely-held private firm and has been profitable since 2000. Body1, Inc., is a joint venture partner with AdvaMed, the industrial trade association representing the medical device industry. It has developed and deployed a number of advanced interactive technologies such as eForums Interactive Medical Meetings and Knowledge Cooperatives -- intelligent therapeutic communities -- such as Veins1.com and Heart1.com.

Guidant Corporation pioneers lifesaving technology, giving an opportunity for better life today to millions of cardiac and vascular patients worldwide. The company, driven by a strong entrepreneurial culture of more than 10,000 employees, develops, manufactures and markets a broad array of products and services that enable less invasive care for some of life's most threatening medical conditions. For more information visit <http://www.guidant.com>.

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