



Accelerating Sales for the Biomedical Industry

222 Third Street  
Cambridge, MA 02142  
Phone 617-576-9400  
Fax 617-576-9430  
[www.body1.com](http://www.body1.com)

## Press Release

**Contact:** Kelly Schrade ([kschrade@body1.com](mailto:kschrade@body1.com))

---

### **Body1 Named Finalist for FREDDIE Award - Only website selected in its category**

Cambridge, MA, October 23, 2003. Body1, Inc.'s interactive web site [Heart1.com](http://Heart1.com) was recently named a finalist in the FREDDIE International Health and Medical Media Awards Competition. The results of the award competition will be officially announced at the FREDDIE Award Festivities, which will take place this November in Los Angeles, California.

[Heart1.com](http://Heart1.com) was one of three finalists in its category. The other two finalists were Cardioconnection: Hypertension, a film produced by the Center of Excellence for Medical Multimedia, USAF, Colorado, and the winning entry, A Change of Heart, another film, produced by Coyote Films of San Francisco, California.

The FREDDIE Awards, known to many in media-related fields as the "media production Oscars," were founded in 1974. According to MediMedia, the web information source for the FREDDIE International Health and Medical Media Awards, the goal of the FREDDIE Awards ceremony is "[to encourage and celebrate excellence, and every year it attracts documentaries, series, shorts, videos, Web sites and CD-ROMs from around the world.](#)" Being named a finalist is a special honor for Body1, because [Heart1.com](http://Heart1.com) is the only web site to achieve this status in the Heart/Stroke category.

#### **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 Heart1.com**

[Heart1.com](http://Heart1.com) was created in May, 2002, by Body1, with the support of corporate sponsor Guidant Corporation. Heart1 serves physicians and patients needs for a site that can provide user-friendly, interactive web sources. In the press release

announcing the launch of the project, both companies stated that they share the common goal of creating "a resource center focused on therapy awareness, treatment options and other resources for heart attack survivors . . . building on recently announced research results in options for increasing survival after heart attacks."

To read the original [Heart1.com](#) press release with information about Guidant Corporation, click [here](#).

**More Information**

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