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Prominent Cosmetic Dermatologist and Author Joins MySkinCareConnection.com

ARLINGTON, VA— The HealthCentral Network, Inc. (www.HealthCentral.com) today announced that Dr. Hema Sundaram, an accomplished dermatologist, cosmetic surgeon and author, is joining the MySkinCareConnection.com community as a skincare and aesthetic medicine expert. Sundaram is the author of *Face Value: The Truth About Beauty and A Guilt-Free Guide to Finding It* [Rodale], which was honored by the National Press Club. She appears regularly on NBC television and XM radio programming and has been quoted in leading publications including *The New York Times*, *The Chicago Tribune*, *The Boston Globe*, *Prevention Magazine*, *Good Housekeeping*, *Allure* and *Cosmopolitan*.

A Fellow of the American Academy of Dermatology, Sundaram will be writing twice weekly on a variety of issues, ranging from updates on the latest acne and anti-aging products on the market, to the latest cosmetic trends in pop culture. As a Principle Investigator for the Food and Drug Administration, Sundaram is at the forefront of skin product development and will be writing updates and previews on products for MySkinCareConnection.com, in addition to answering readers' questions.

"I am honored to be joining the HealthCentral team, and I am excited at the opportunity to provide men and women of all ages with informative and thought-provoking insights into the fascinating and fast-paced world of aesthetic medicine and skincare," Sundaram said.

"Hema's extensive experience both in research and in the practice of cosmetic dermatology will serve MySkinCareConnection.com readers well," said Chris Schroeder, CEO and President of The HealthCentral Network. "Not only is she a well respected doctor, she's also a talented writer and journalist -- someone who keeps her finger on the pulse of new treatments and new trends in her field."

Sundaram, who practices dermatology in Maryland and Virginia, maintains an active involvement in medical research and teaching, serving on Advisory Boards for cosmetic surgery, acne and rosacea therapy. She is also an Advisor to the Dermatology Education Initiative (www.theDERM.org) and a National Physician Trainer for several cosmetic surgery and laser technologies.

MySkinCareConnection.com, one of HealthCentral's newest web properties, is dedicated to providing readers with the information they need to treat conditions such as acne and rosacea, as well being a resource for those interested in cosmetic procedures.

About The HealthCentral Network

The HealthCentral Network, Inc. (www.HealthCentral.com) is one of the top health destinations on the Web, with more than 30 condition-specific, wellness and general health Web properties. By offering connections to renowned experts, a network of patients and caregivers who share "real world" experience, and in-depth information, sites in The HealthCentral Network make a meaningful difference in the lives of patients and caregivers.

The company's unique approach offers readers extensive information and interactive resources – including news, video, and trusted medical information from Harvard Health Publications and others – and a patient-to-patient support network where community members can find and share experiences, resources and recommendations. The company also produces the nationally syndicated television show "Medical Breakthroughs with Dr. Dean Edell" and has a library of nearly 1,000 short-form, condition-specific videos throughout its network.

The HealthCentral Network was acquired in 2005 by Polaris Venture Partners, The Carlyle Group, Sequoia Capital, and Allen & Company. In January 2008, the Company received a significant minority investment from IAC/InteractiveCorp and additional investment from its original investors. HealthCentral's management team combines decades of interactive media, medical and journalism experience: CEO and President Christopher Schroeder was the CEO and Publisher of The Washington Post Co. (NYSE: WPO) interactive subsidiary, and General Manager Bill Allman led Discovery Channel's interactive division.

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