



## WebMD Launches New Consumer Health Portal in the U.K

NEW YORK, Oct. 21 /PRNewswire-FirstCall/ -- WebMD Health Corp. (Nasdaq: [WBMD](#) - [News](#)), the leading source of health information, and Boots UK, the UK's leading pharmacy-led health and beauty retailer, today announced the launch of a new health information website in the United Kingdom. The strategic partnership with Boots UK expands WebMD's presence internationally and will engage British consumers on the health and wellness issues that are most relevant to them.

WebMD brings to the partnership more than ten years of experience helping consumers better manage their health through engaging and personalized online health information and Boots is the leading healthcare resource and pharmacy provider in the UK. Together both leading health brands are delivering the first comprehensive online health information site to UK consumers.

The new co-branded Boots WebMD site at [www.Boots.WebMD.com](http://www.Boots.WebMD.com) features 44 condition and healthy living centers, daily health and wellness news, interactive health tools, WebMD's symptom checker, specialized health search, health videos and interactive slide shows.

More than 70% of the UK population is online, and there are an estimated 20 million health-related searches every month in the UK. Boots WebMD is leveraging the power of the Internet to change health services for consumers in the UK.

"There is a large opportunity in the UK with over 20% of the estimated \$30 billion of annual advertising expenditures in the UK spent online," said Wayne Gattinella, President and Chief Executive Officer, WebMD. "Sponsors will now be able to reach health-involved consumers in the UK in a highly engaging and targeted fashion."

"The new Boots WebMD health site is good for the consumer and good for healthcare in the UK," said Alex Gourlay, Chief Executive, Health & Beauty, Alliance Boots. "A more informed healthcare consumer leads to a more productive physician interaction."

Boots will launch a national marketing and consumer education effort to its large UK customer base to promote the new site, through in-store marketing, in its health and beauty magazines, on its heavily trafficked e-commerce site and to its large base of loyalty program members. In addition, Boots UK has engaged its thousands of pharmacists to create awareness of the site and its offerings during their frequent patient interactions.

### **About WebMD**

WebMD Health Corp. (Nasdaq: [WBMD](#) - [News](#)) is the leading provider of health information services, serving consumers, physicians, healthcare professionals, employers and health plans through our public and private online portals and health-focused publications. WebMD Health Corp. is a subsidiary of HLTH Corporation (Nasdaq: [HLTH](#) - [News](#)). Approximately 60 million unique visitors access the WebMD Health Network each month.

The WebMD Health Network includes WebMD Health, Medscape, MedicineNet, eMedicine, eMedicine Health, RxList and theHeart.org.

### **About Boots UK**

Boots is a member of Alliance Boots, an international pharmacy-led health and beauty group. Alliance Boots is privately-owned and employs over 115,000\* people. Its wholesale and distribution network serves over 140,000\* pharmacies, doctors, health centres and hospitals from over 370\* pharmaceutical wholesale distribution centres in 16\* countries. Boots operates more than 3,200\* health and beauty retail stores in nine\* countries, of which just under 3,000\* have a pharmacy.

*\* Figures stated are as at 31 March 2009, are approximate and include associates and joint ventures.*

*All statements contained in this press release, other than statements of historical fact, are forward-looking statements, including those relating to: the opportunities for the strategic relationship described in this press release; the benefits from deployment of WebMD products and services in new markets; and the potential for additional sponsorship revenue. These statements are based on WebMD's current plans and expectations and involve risks and uncertainties that could cause actual future events or results to be different than those described in or implied by such forward-looking statements. These risks and uncertainties*

*include those relating to: acceptance of WebMD products and services in new markets; and changes in economic, political or regulatory conditions or other trends affecting the healthcare, Internet and information technology industries. Further information can be found in WebMD's Securities and Exchange Commission filings. Except as required by applicable law or regulation, WebMD does not undertake any obligation to update our forward-looking statements to reflect future events or circumstances.*