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Sanford Health and WebMD Announce Partnership to Educate Parents, Children and Professionals on Health, Nutrition and Fitness

SIOUX FALLS, S.D. and NEW YORK, July 28, 2010 /PRNewswire via COMTEX News Network/ -- Sanford Health, the largest not-for-profit rural healthcare provider in the United States, and WebMD Health Corp. (Nasdaq: WBMD), the leading source of health information, today announced an educational collaboration on children's health, nutrition and fitness. The partnership's online destinations will provide parents, children and healthcare professionals with personalized resources and support to help promote and maintain a healthy and fit lifestyle for children.

"Together with WebMD's trusted brand of health information, we will deliver comprehensive new and fun resources to children on the importance of being fit and living a healthy lifestyle," said David Link, Senior Executive Vice President, Sanford Health. "WebMD offers expanded reach to parents, healthcare professionals and educators, providing them with the additional support needed to promote daily, healthy living habits for children."

Childhood obesity and inactivity are increasingly prevalent health risks for children in the United States. According to the CDC, overweight and obese children are more likely to have risk factors associated with cardiovascular disease, including type 2 diabetes, high cholesterol and high blood pressure. In fact, one study found that 70% of obese children had at least one cardiovascular disease risk and 39% of obese children had two or more. The joint initiative between Sanford Health and WebMD will help address this issue with credible and engaging resources to support families and healthcare providers in promoting healthy nutrition and exercise behaviors to children.

"This unique partnership with Sanford Health will provide parents, children, educators and healthcare professionals with a new educational experience aimed at helping to reduce childhood obesity and inactivity and prevent type 2 diabetes," said Steve Zatz, M.D., Executive Vice President, WebMD. "The information will be delivered online directly to those who need it, empowering people to take action."

The educational resources are planned for launch in 2011.

About Sanford Health

Sanford Health is an integrated health system headquartered in Sioux Falls, SD and Fargo, ND. It consists of two long-standing organizations that merged in 2009. Sanford is now the largest, rural, not-for-profit healthcare system in the nation serving 110 communities in six states. It includes 30 hospitals, 111 clinic locations and more than 800 physicians in 70 specialty areas of medicine. With more than 18,000 employees, Sanford Health is the largest employer in North and South Dakota. For more information, visit www.sanfordhealth.org.

About WebMD

WebMD Health Corp. (Nasdaq: WBMD) 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. More than 80 million unique visitors access the WebMD Health Network each month.

The WebMD Health Network includes WebMD Health, Medscape, MedicineNet, emedicine, emedicineHealth, RxList, theheart.org and drugs.com.

All statements contained in this press release, other than statements of historical fact, are forward-looking statements, including those regarding: WebMD's expectations concerning market opportunities and WebMD's ability to capitalize on them; and the benefits expected from new products or services. These statements speak only as of the date of this press release and are based on WebMD's current plans and expectations, and they 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: market acceptance of WebMD's products and services; relationships with customers and strategic partners; and changes in economic, political or regulatory conditions or other trends affecting the healthcare, Internet and information technology industries. Further information about these matters can be found in WebMD's Securities and Exchange Commission filings.

SOURCE Sanford Health; WebMD

