ConsultantLive's PhotoClinic Mobile Wins Best Health Care App for Innovative Digital Advertising

The Associated Press

UBM Medica US today announced that ConsultantLive'sPhotoClinic Mobile application, a diagnostic and treatment tool for healthcare providers, was recognized by the Web Marketing Association (WMA) with a 2012 Mobile Web Award for leadership in advertising through innovative digital technologies.

Distributed as a free, advertising-supported iPhone application, PhotoClinic Mobile was honored with the Best Health Care Mobile Application award. The app offers primary care physicians and other healthcare providers the opportunity to browse and search images and case studies of conditions submitted by office-based physicians and published on ConsultantLive - UBM Medica US's diagnostic website for healthcare providers.

"We are very pleased to have received this acknowledgment from the Web Marketing Association," said Brian Field, EVP/Managing Director, UBM Medica US. "With PhotoClinic Mobile - as with all of our products - we pride ourselves not only in offering healthcare professionals relevant educational content, but also in providing our advertisers a platform for impactful and relevant visibility." An essential tool for accessing information at the point of patient care, clinicians can browse high-resolution images by anatomy, image type, or diagnosis and bookmark images to share with colleagues or patients.

PhotoClinic Mobile also recently released an update to the application, offering a variety of new cases and photographs, expanding this already valuable resource. The updated app can be downloaded from the iTunes store: http://itunes.apple.com/us/app/photoclinic-mobile/id398992941?mt=8 About UBM Medica US Addressing today's healthcare information needs, UBM Medica US, delivers strategic, integrated communications solutions and comprehensive reach-online, in print, and via custom programs.

Improving the effectiveness of healthcare through information and education, UBM Medica US provides unbiased clinical, practical, and business information for physicians, providers, payers, and patients around the world. Through journals, magazines, websites, online communities, drug databases, digital events, and other valuable resources, UBM Medica US also delivers comprehensive communication solutions for the pharmaceutical and related industries. Websites include CancerNetwork.com, ConsultantLive.com, DiagnosticImaging.com, MusculoskeletalNetwork.com, OBGYN.net, PhysiciansPractice.com, PsychiatricTimes.com and SearchMedica.com. UBM Medica US is part of UBM Connect - which provides marketing services across a number of communities, the largest of which are healthcare, medical device design and advanced

manufacturing. UBM Connect also includes UBM Studios, the global leader in interactive digital environments. UBM Connect is a UBM plc company. For more information, visit http://www.UBMMedicaUS.com Media contact: Amy Erdman VP, Marketing 203-523-7041 amy.erdman@ubm.com SOURCE UBM Medica US -0- 06/04/2012 /Web Site: http://www.UBMMedicaUS.com (NYSEArca:UBM) / CO: UBM Medica US; Web Marketing Association ST: Connecticut IN: HEA CPR PUB ADV MTC MEQ TLS MEN SU: AWD PRN -- SF18141 -- 0000 06/04/2012 15:00:00 EDT http://www.prnewswire.c

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