



MEDIZINE Inc.

the Leader in
consumer health educational marketing

Charlotte Tomic
Public Relations Specialist
MediZine Inc.

917-882-5243, ctomic@medizine.com

For Immediate Release
Contact: Charlotte Tomic, 917-882-5243

MediZine Inc. reported to be the fastest-growing consumer publishing house in the US.

October 12, 2006—New York, N.Y.--According to the just released Publisher's Information Bureau stats, MediZine Inc. print publications combined to deliver a 40% growth rate over the same period 12 months ago. MediZine Inc. is the leader in Consumer Health Educational Marketing, reaching more than 100 million health-conscious adults annually, with free health information.

"Ironically, we can attribute our continued growth to our basic tenet that we are not in the publishing business--we have always positioned ourselves internally and externally as an educational marketing company that happens to have print vehicles as part of the distribution of our health content," said CEO of MediZine Inc., Traver Hutchins. "The industry-leading growth rates delivered by MediZine Inc. are all the more impressive when our three-year, back-to-back record growth rates are taken into account," he added.

Continued Hutchins: "Part of the momentum we continue to experience mirrors that of leading internet companies in terms of two core fundamentals: providing cost-free, award-winning content in strategic venues has proven to be far more important to the consumer than paying for content elsewhere. Secondly, with the changed media consumption habits of the consumer, the marketing community now fully embraces the value of the engaged media user--whether the consumer pays for the content or not. Our proprietary distribution processes deliver on the engagement metrics, while avoiding the cluttered newsstand and cumbersome paid subscription models that weigh heavier on traditional publishing companies."

About MediZine Inc.:

Since its inception in 1994, MediZine Inc. has grown to become the leader in Consumer Health Educational Marketing--reaching more than 100 million health-conscious adults annually with free understandable and authoritative information that enables them to make better health decisions and lead healthier lives. As the pioneer in the use of Point-of-Care marketing programs in pharmacy and doctors' offices, and in-home Permission Marketing, MediZine Inc.'s award-winning media programs include: MediZine's *Healthy Living*, the core of which is the nation's largest consumer health magazine; *REMEDY*, the third largest; *Diabetes Focus* and *Diabetes Focus Español*, the largest publications for diabetes patients and their caregivers -- also covering the Hispanic market; *MDminute*, ten vertical health magazines targeted for specialists' offices; its website www.HealthyUpdates.com; *REMEDYDirect*, the largest opt-in health database of its kind; and Daily Health Updates, late-breaking health news presented in a television broadcast news format reaching viewers at more than 85 TV stations nationwide. MediZine Inc. is a privately-held company based in New York .

###