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**For Immediate Release:**

**New York, NY** – Michael Cunnion, a health industry veteran, has been appointed president of MediZine LLC, a New York City-based consumer health education media company, known for its leading publications, MediZine’s *Healthy Living*, *REMEDY*, *Diabetes Focus*, *MDminute* and its online consumer destination, *RemedyLife.com*. Cunnion will be expanding MediZine’s offerings into the interactive arena to provide the most effective health education programs that benefit consumers and drive results for health marketers.

Cunnion joins the team following MediZine LLC’s recent acquisition of the assets of the University Health Publishing Group (UHPG). Company CEO Traver Hutchins explained, “As we strategically build our consumer education platform and organically expand our portfolio, we are reinforcing MediZine’s leadership in innovating consumer health education,” Hutchins added, “bringing Michael on board accelerates that”.

“We’re delighted to have someone with Michael’s knowledge and extensive experience in interactive consumer health on our team,” said Hutchins, “through his keen sense of understanding consumer needs, Michael will bring a new perspective on the evolving marketplace that will help maintain MediZine’s leadership position in the industry. We continue to innovate on behalf of our marketing partners, professional alliances and consumers.” Michael has built a longstanding career in health education and integrated marketing. Most recently, Michael was the Chief Revenue Officer at Revolution Health where he was responsible for revenue and sales strategy. Previously, Michael served as President of HealthTalk, a leading content provider to chronically ill patients and families, which was acquired by Revolution Health in 2007. Prior to Revolution Health and HealthTalk, Michael led consumer sales strategy at WebMD Health.

“I’m thrilled to be joining MediZine,” Cunnion explained. “MediZine and University Health Publishing have created long standing, engaged relationships with health-involved consumers with industry leading content. We’ve proven over time to be an industry leader in creating value for partners, generating ROI for clients and our interactive investments have created an exciting foundation for growth. I consider myself fortunate to be joining MediZine at such an exciting time in the company’s history. With the changing health education marketplace today, I really believe in the fundamentals,” Cunnion explained. “Marketing companies, like MediZine, which can sustain valuable audiences over time with great content across multiple channels with the experience to articulate value and ROI to customers and advertisers. I am excited to be at the forefront of this growth stage in MediZine’s history.”

**About MediZine LLC ([www.medizine.com](http://www.medizine.com))** MediZine, a Leader in Consumer Health Education, reaches millions of health-conscious consumers with research-based information to help them make better decisions for healthier lives. As the pioneer in the use of Point-of-Care consumer health education programs in pharmacy, in doctors’ offices, in home and online, MediZine continues to innovate consumer health education through its vast integrated, cross-platform channels. MediZine LLC is a privately-held company based in New York in partnership with the private equity firm Veronis Suhler Stevenson (VSS). Assets include: MediZine’s *Healthy Living*, the nation’s largest consumer health magazine; *REMEDY*, the nation’s third largest consumer health magazine; *Diabetes Focus* and *Diabetes Focus Español*, the largest consumer diabetes magazines; *MDminute*, condition-specific health magazines; *RemedyLife.com*, educational consumer website; *REMEDYDirect*, permission-marketing health database; *REMEDYDigital*, permission-marketing interactive health platforms; University Health Publishing, health information products, produced in conjunction with prestigious teaching and research institutions including Johns Hopkins Medicine and the University of California, Berkeley, School of Public Health.

**About Veronis Suhler Stevenson ([www.vss.com](http://www.vss.com))** Veronis Suhler Stevenson (VSS), a private equity firm became a partner in 2007 to support additional organically developed products as well as acquisition targets which are in the MediZine pipeline Veronis Suhler Stevenson is a private equity buyout and structured capital fund management company dedicated to investing in the media, information and education industries in North America and Europe. VSS provides capital for buyouts, recapitalizations, growth financings and strategic acquisitions to companies and management teams with a goal to build companies both organically and through a focused add-on acquisition program. To date, VSS equity and structured capital funds have invested in 62 platform companies, which have in turn completed over 255 add-on acquisitions resulting in a portfolio with realized and unrealized enterprise values totaling approximately \$14.1 billion.

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