

PHYSICIAN'S WEEKLY

— A NEWS PARTNER OF PRI-MED —

180 Mount Airy Road • Suite 102 • Basking Ridge, NJ 07920 • 908.766.0402 • www.physweekly.com

Physician's Weekly Named Finalist for Best Healthcare Business Publication of the Year

Demonstrates Exceptional Quality in Healthcare Education

Bernardsville, NJ. (September 16, 2009) – Today, Physician's Weekly, LCC, a news partner of Pri-Med owned and operated by M|C Communications, LLC in Boston, MA, announces the nomination of our healthcare provider wallboard program, *Physician's Weekly—Practice Edition*, for Best Healthcare Business Publication of the Year by the MM&M Awards. Physician's Weekly continues to demonstrate leadership and exceptional quality in healthcare communication, which is underscored by today's announcement.

Physician's Weekly—Practice Edition was selected as 1 of 6 finalists in the Best Healthcare Business Publication category. It was judged alongside other print publications aimed at healthcare providers. Judges evaluated entries on criteria that included increased readership, advertising revenue, market share, and editorial quality.

MM&M AWARDS

The MM&M Awards recognize exceptional creativity and marketing effectiveness in healthcare. In 2009, nearly 1,000 entries were reviewed by an independent panel of judges, who represent all sectors of the industry, including senior execs at Merck, Pfizer, Johnson & Johnson, Novartis, AstraZeneca, and others. Winners will be announced October 29, 2009 in New York.

PHYSICIAN'S WEEKLY

For over 25 years, Physician's Weekly has provided medical news and information at the point-of-care in many of the United States' top hospitals, oncology centers, and primary care physician group practices. Through its oversized poster format and multiple editions, including specialty editions for surgery, emergency departments, oncology, and primary care, Physician's Weekly reaches over 200,000 practicing clinicians. Physician's Weekly is produced by Physician's Weekly, LLC, a division of M|C Communications, LLC. Since 2006, Physician's Weekly has been the News Partner of Pri-Med. Physician's Weekly is committed to providing world-class, clinically relevant educational content that is professional, fair-balanced, evidence-based, and scientifically rigorous.