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Sharecare Launches teenDailyStrength, a New Online Community for Teens With Support of Dr. Oz's HealthCorps.org

MTV's Digital Abuse Campaign, A Thin Line, to Be an Integrated Partner

ATLANTA, GA--(Marketwire - Jun 9, 2011) - In an effort to provide teens with a much-needed, safe outlet to find solutions to their health and lifestyle challenges, Sharecare today announced the launch of **teenDailyStrength**, a moderated teen community for 13 to 19 year olds (<http://teen.sharecare.com> and featured on the front page of www.healthcorps.org).

teenDailyStrength represents a unique collaboration that leverages the teen expertise of HealthCorps.org, founded by Emmy award-winning, nationally syndicated talk show host Dr. Mehmet Oz; Sharecare.com, the expert Q & A platform for health and wellness; and DailyStrength.org, Sharecare's recognized online support community. Sharecare will serve as the platform and operator of the site.

This new community for teens launches simultaneously with the latest book "YOU: The Owner's Manual for Teens: *A Guide to a Healthy Body and Happy Life*," in which Dr. Oz and Dr. Michael Roizen join forces with teen health expert Dr. Ellen Rome, and Dr. Oz's teenage daughter, Zoe, to answer hundreds of teenagers' most pressing concerns to create the ultimate health book for teens.

"Most of today's online health content focuses on adult rather than teen issues. Teens need a dedicated place to openly discuss such topics as body image, sexuality and building overall self-esteem," said Dr. Oz. "teenDailyStrength is one of the few websites where teens can feel comfortable openly asking questions, sharing their experiences and learning from their peers."

"We're thrilled to be given the opportunity to partner with teenDailyStrength, a dynamic site dedicated to youth. teenDailyStrength is an optimal platform for our students and Coordinators to trade best practices and enhance our work of engaging the 'HealthCorps' of young health activists," said Michelle Bouchard, HealthCorps president.

To address the rise of digital abuse, teenDailyStrength will also feature content from the experts contributing to A THIN LINE, MTV's award-winning campaign to empower teens with the right information and tools to identify, respond to, and address the rise of cyber bullying and other forms of digital abuse. A THIN LINE will be integrating links to teenDailyStrength for teens who want to join the moderated community.

"Physically and psychologically, healthy teens are most likely to become healthy, active adults. The earlier we can provide the tools and resources to lead healthy lives, the better chance we have of affecting positive life change," said Jeff Arnold, Chairman and Chief Architect of Sharecare. "The teenDailyStrength collaboration is another testament to our mission of assembling the best organizations, talent and wellness experts to positively impact people's lives."

To ensure a safe, positive and accurate informational experience for teens, teenDailyStrength is moderated and supported by a 24-hour a day team of nurse Volunteer Community Leaders, administrative staff, and health bloggers. As members of the site, teens can join topic-specific support groups, participate in discussion forums, and find answers to their pressing questions provided by the site's health and wellness experts.

About Sharecare.com

Launched in 2010 and based in Atlanta, GA, Sharecare's mission is to greatly simplify the search for high-quality healthcare information and answer the world's questions of health. Created by Jeff Arnold and Dr. Mehmet Oz, in partnership with Harpo Studios, HSW International, Sony Pictures Television and Discovery Communications, the Sharecare interactive social Q & A platform allows people to ask, learn

and act upon questions of health and wellness. The company's innovative approach provides a wide array of expert answers to each question ranging from hospitals to MDs to non-profits to healthcare companies to active health consumers, ultimately creating a community where healthcare knowledge is built, shared and put into practice.

About HealthCorps.org

HealthCorps®(www.healthcorps.org) is a proactive wellness movement co-founded by Dr. Mehmet Oz and his wife Lisa Oz to fight child obesity by empowering teens and communities to become health agents of change and to serve as a vehicle for intervention and research in creating effective health messaging. HealthCorps is focused on three priorities -- educating the student body®; achieving community outreach through "Fit Town™" -- an initiative to connect and activate citizens and organizations to bring about change through local projects and initiatives; and advocating for policy shifts across all levels of government that put health and physical education back into the core curriculum of the American education system. The program network spans 41 schools in 11 states. HealthCorps Boards include medical practitioners such as Dr. Dean Ornish, Dr. Brian Wansink, Dr. David Katz, Dr. Michael Roizen, Dr. John Ratey (Harvard), Dr. Laura Berman and many other prominent health experts. HealthCorps is a 501 (C) 3 non-profit organization.

About Dr. Oz

Dr. Oz won an Emmy for outstanding informative talk show host at the 2010 Daytime Emmys. "The Dr. Oz Show" was nominated for Best Informative Talk Show. Last year, "The Dr. Oz Show" debuted with the biggest ratings in seven years in daytime television and maintained impressive ratings throughout the season.

Dr. Oz has served as health expert on "The Oprah Winfrey Show" since 2004, sharing advice with viewers to help them live their best life from the inside out. Dr. Oz has co-authored six *NewYorkTimes* Best Sellers including "YOU: The Owner's Manual", "YOU: The Smart Patient", "YOU: On a Diet", "YOU: Staying Young", "YOU: Being Beautiful" and "YOU: Having a Baby" as well as the award-winning "Healing from the Heart." He has a regular column in *Esquire* magazine and is a contributing editor to *O, The Oprah Magazine*. He is also the host of a daily talk show on Sirius XM Radio's "Oprah Radio."

Dr. Oz is vice-chair of the Department of Surgery and Professor of Surgery at Columbia University. He directs the Cardiovascular Institute and Complementary Medicine Program at New York Presbyterian Hospital and performs 100 heart operations annually. His research interests include heart replacement surgery, minimally invasive cardiac surgery, complementary medicine and health care policy. He has authored over 400 original publications, book chapters, and medical books and has received several patents.

Cleared in over 99% of the country, "The Dr. Oz Show" is co-produced by Harpo Productions and Sony Pictures Television (SPT) and distributed by SPT. "The Dr. Oz Show" is executive produced by Mindy Borman; Amy Chiaro is co-executive producer. The show is filmed in front of a studio audience in Studio 6A in New York's legendary Rockefeller Center.

About DailyStrength.org

DailyStrength is a social networking website where users provide one another with emotional support by discussing their struggles and successes with each other. The site contains online communities that deal with different medical conditions or life challenges. As of November 4, 2007, DailyStrength has created over 500 support groups focused on issues such as depression, divorce, parenting, and a wide variety of cancers. The site is free for members and the members are encouraged to remain anonymous. The site provides members with continual support as someone is always available to talk. Medical professionals are also available to contact and treatments for a variety of illnesses and problems are also listed on the site.

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