

THE DOCTOR'S CHANNEL AND BRANDOFINO COMMUNICATIONS FORM CONTENT PARTNERSHIP

Partnership Will Provide Practice Management Content from Doctor's Digest, Clinician's Digest and Pharmacist's Digest to Doctors in Easily-Digestible Two-Minute Videos

NEW YORK, NY – December 11, 2007 – The Doctor's Channel (www.thedoctorschannel.com), hailed by CNBC as an “educational YouTube” for doctors, and Brandofino Communications, publisher of Doctor's Digest, Clinician's Digest and Pharmacist's Digest, today announced an extensive content sharing partnership. Under the agreement, The Doctor's Channel will produce a series of two-minute videos based on practice management and clinical content from Doctor's Digest, Clinician's Digest and Pharmacist's Digest. The videos will appear in three sections of The Doctor's Channel Web site: Business of Medicine (Doctor's Digest), Clinicians (Clinician's Digest) and Pharmacists (Pharmacist's Digest).

The videos will give physicians, nurse practitioners, physician assistants and pharmacists the opportunity to access content from Brandofino's respected publications at their convenience in fast, easily-digestible segments. Registered members of The Doctor's Channel will be alerted via email whenever a new video is posted. Doctors will also be able to subscribe to the video series and have the content sent directly to their iPod or other portable media player.

“We started The Doctor's Channel because we know doctors are extremely pressed for time,” said The Doctor's Channel President David Best, MD, MBA. “They don't always have time to read a journal article or watch a presentation. By creating short, two minute video versions of the content from Doctor's Digest, Clinician's Digest and Pharmacist's Digest into two-minute videos, we can help doctors quickly get insights and opinions from experts and learn from each other.”

Doctors who register on The Doctor's Channel can personalize their experience by joining groups related to individual interests, sending and receiving personalized messages, and storing their favorite videos. When viewing certain Pharmaceutical sponsored videos, doctors can even request additional information or samples from a sales representative with just one click of the mouse.

“Doctor's Digest was created to bridge the gap between the practice of medicine and the business of medicine, giving physician's expert commentary on subjects not taught in medical school. The Doctor's Channel is a perfect fit for us as their mission closely mirrors ours,” said Jeannette Brandofino, President of Brandofino Communications. “In addition to the podcasts on the Business of Medicine section of The Doctor's Channel, physicians are given free e-subscriptions to Doctor's Digest and access to the entire archive of back issues via a link to doctorsdigest.net.”

About The Doctor's Channel

The Doctor's Channel (www.thedoctorschannel.com) is a website that allows doctors to “Learn from each other. Fast.” The site includes short, concise, one- to two-minute streaming video clips designed to get to the point, with insights and opinions from experts in 35 different specialties, as well as community and lifestyle features that help doctors stay on top of the latest news, ideas and information. The Doctor's Channel is based in New York and was founded by David Best, MD, MBA, and Michael Banks, MD. David Best serves as the company president. Best has worked in healthcare advertising, marketing and education for 25 years and founded Saatchi & Saatchi's medical education company BESTMED. Dr. Banks worked for Pharmacia and Pfizer while Dr. Best was at Bristol-Myers Squibb.

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