



PRESS RELEASE

For Immediate Release

CDC AND DAILYSTRENGTH PARTNER TO BRING CDC'S HEALTH EXPERTISE TO DAILYSTRENGTH

CDC expands its reach on the Web via this cutting-edge partnership with a social networking site

Los Angeles—January 29, 2008—Marking a ground-breaking partnership with a social network, the Centers for Disease Control and Prevention ([CDC](#)) and [DailyStrength](#), the Internet's fastest growing health-focused social network, today announced a partnership to launch several innovative joint programs. Under the partnership, CDC will gain access to DailyStrength's powerful community networking tools, and DailyStrength will bring CDC's expert health information and science to DailyStrength's users.

When the first components of this new initiative launch during the first quarter of 2008, DailyStrength users will be able to discover CDC health information and science relevant to their particular health conditions, and use new interactive tools to discuss and share with fellow community members and with the CDC, gaining a deeper and more meaningful understanding of health issues.

"As the nation's premiere public health agency, CDC has always been very progressive and forward-thinking in its outreach efforts. Through this partnership with DailyStrength, the agency can reach a new and emerging audience that actively seeks health information via social networking," said Sharon Orrange, M.D., assistant professor of medicine at the University of Southern California and DailyStrength Advisory Board member.

DailyStrength founder and CEO Doug Hirsch added "Our members will benefit from accessing such reliable and authoritative information directly from CDC on DailyStrength. We look forward to collaborating with CDC to make health information even more easily available and interactive."

Helping more than 400,000 users every month in more than 600 Community Support Groups, DailyStrength has become the "go to" destination for people facing health, wellness and life issues. Beyond support and encouragement, DailyStrength offers detailed information on more than 3,000 different treatments, so users can find and talk with others about their real-world experience using the same therapy. This valuable information can help patients make more informed decisions when considering treatment options with their physicians. DailyStrength also offers live news feeds tailored to each community, personal blogs, and Goals, designed to provide mutual encouragement and support for members' personal goals.

About DailyStrength

DailyStrength offers hundreds of free [online support groups](#) for people seeking information,



advice, and inspiration from others facing similar challenges, be it depression, divorce, grief, weight loss, breast cancer, parenting, HIV, or hundreds of other issues. Community members share experiences with thousands of treatments, recommend doctors, explore local support resources, post photos and videos, maintain wellness journals and send each other virtual hugs. In the words of one depression support group member, "This what the Internet should be used for. A real global community, supporting and caring for our fellow beings. Absolutely inspired and inspiring."

DailyStrength is headquartered in Los Angeles and is backed by Redpoint Ventures.

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