



News Release

Meridian Health Licenses 1-800-DOCTORS®

Woodbridge, NJ - November 13, 2008

Today, 1-800-Doctors, Inc. announced that Meridian Health has licensed the 1-800-DOCTORS® telephone number and service mark becoming a Charter Member of the 1-800-DOCTORS Network. By licensing the 1-800-DOCTORS vanity telephone number and service mark, Meridian Health has acquired access to a premier vanity telephone number, regarded as the most recalled and memorable telephone number in healthcare. Meridian Health's use of the number provides a valuable, free service to consumers looking for physicians and hospital services.

According to Jerry Brager, CEO of 1-800-Doctors, Inc., "Meridian Health understands the value of a premier vanity brand like 1-800-DOCTORS. Numbers like this one just aren't available on the open market anymore. Not only will they benefit locally from its exclusive use, but they will also increasingly gain from the overall synergy that will be created by the national 1-800-DOCTORS Network of member hospitals. We are proud to have them as a Charter Member of our Network and look forward to a long term relationship with their organization."

"Excellent hospitals are advanced by excellent physicians, and at Meridian, we are proud to partner with over 1,500 of our region's finest physicians, and pioneer innovative methods to best connect our community with those physicians," says Alvis Swinney, senior vice president, Marketing and Communications, Meridian Health. "1-800-DOCTORS brings tremendous benefits to our organization, most importantly, a new level of simplicity and ease for our community to find the best physicians to meet their needs."

About 1-800-Doctors, Inc.

1-800-Doctors, Inc. helps consumers make better healthcare choices by providing an easy to use and easy to access system that connects to knowledgeable call advisors who can match physician qualifications to the caller's specific needs. Today, the company provides hospital partners the right to use 1-800-DOCTORS, the most recalled and memorable premier vanity telephone number in the healthcare industry, as a part of the hospital's local, regional or statewide marketing plan. The company licenses its premier vanity telephone number and service mark to hospitals on an exclusive, population-based territory basis. The company also provides creative materials and other marketing support services that help hospital clients more effectively and efficiently reach targeted consumers. The easy-to-remember 1-800-DOCTORS telephone number dramatically increases the hospital's marketing response rates from consumers looking for physicians and hospital services making 1-800-DOCTORS "the one number the consumer needs to know". Learn more at www.1800doctors.com.

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