



For more information, contact:

Caroline March-Long
on behalf of YourCity.MD
434-295-5938 (phone)

For Immediate Release

YourCity.MD Sets Up Largest Single Owned, Geo-Targeted Online Ad Network Covering 450 Cities and States Across U.S.

- *YourCity.MD Ad Network Reaches 215 Million Internet Users with Annual Spending Over \$200 Billion for Out of Pocket Healthcare Expenses* -

CINCINNATI – August 1, 2008 – YourCity.MD LLC (www.YourCity.MD), a medical and information network with 450 city and state-specific .MD Web sites across the U.S., today announced the first ever, single owned, geo-targeted ad network reaching over 215 million online healthcare consumers who spend over \$200 billion, out of pocket, on health care expenses annually (source: Internet World Stats and World Health Organization).

Drawing medical consumers across the country looking for locally-relevant health information, YourCity.MD offers advertisers the ability to conduct low-cost, targeted city specific and regional campaigns that offer not only medical related products, but other consumer products.

According to Forrester Research's Q3 2007 US Interactive Marketer Online Survey, interactive marketers spend 20 percent of their budget on ads that are targeted geographically. YourCity.MD offers a premium, geo-targeted platform combining national reach with a focus on distinct 450 U.S. markets, each with its own local flavor. And, unlike existing smaller city networks, YourCity.MD is comprehensive, organized, controlled and owned by one company.

“Advertisers understand that we have a powerful geo-focused ad network in place. We have an intuitive .MD presence in all major U.S. cities and attract consumers looking for trusted



medical information, local pharmacies, nursing homes, clinics and providers. Advertisers can now reach online healthcare consumers with strong purchasing power and offer a range of local household goods relevant to their specific community, city, state or region - where they live or travel,” said Joe Benza, founder and CEO of YourCity.MD.

YourCity.MD caters to more than half of the U.S. online consumer market visiting health-related Web sites (North American Technographics® Benchmark Survey, 2008, Forrester). “Once a healthcare consumer uses our Web site to find medical information relevant to their hometown, we become their preferred city specific information network offering news, weather, sports, travel, job listings and much more,” added Benza.

YourCity.MD advertisers can purchase up to 12 ads per specialty in each major U.S. city market for 99 cents a day. Once all advertising spots are sold in a city specialty, YourCity.MD will allow the resale of banner and/or text ads and share revenues with the original ad purchaser. Currently, other medical sites charge \$100+/day/specialty or \$1-\$40 per click on a PPC model.

About YourCity.MD

Founded on the principle that healthcare is and should be local, YourCity.MD LLC is healthcare’s trusted local navigation system, helping consumers in 450 cities and states find both medical content and the appropriate local healthcare resource or local provider to solve a medical problem. Easy to find with its city-specific domain names with the .MD extension, YourCity.MD helps consumers translate medical content into actionable information. For more information, visit www.YourCity.MD or type in your local city name with the new .MD TLD Internet extension.