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HealthMedia Wins 2006 FastTrack Award

A Repeat Performance for Producer of On-line Health Promotions

Ann Arbor, MI—Friday, May 19, 2006—HealthMedia, Inc., the market leader in web-based tailored behavior change programs, is pleased to announce receipt of the 2006 FastTrack award from the Washtenaw Development Council. This is the second year in a row that HealthMedia has won the Fast Track award which is given to Washtenaw County companies which have achieved at least 20% average annual growth in the previous three years.

The Awards Ceremony took place this morning at Barton Hills Country Club and featured Ted Dacko, CEO of HealthMedia as key note speaker. “We are pleased to be recognized for our achievement in growth over the last several years, and are mindful that moving from survival mode to growth mode is not trivial. The challenge going forward is to retain a culture of flexibility while adding the discipline needed for sustained growth. We look forward to being here again next year.” Dacko told the crowd of over one hundred of Washtenaw County’s business leaders.

In addition to HealthMedia, there are 10 other FastTrack Award recipients this year spanning industries such as energy, business services, information technology, and manufacturing.

“Congratulations to the team at HealthMedia on their second consecutive Washtenaw FastTrack award. One purpose of FastTrack is to recognize all the hard work that goes into growing a successful company. Fast-growing companies like HealthMedia help make Washtenaw County a great place to live and work,” says Jim Bennett, Partner, Weidmayer, Schneider, Raham & Bennett, CPA

About HealthMedia, Inc.

Founded in 1998, HealthMedia is the market leader in behavior change. With its powerful combination of proven behavior science, sophisticated technology, and creative marketing, HealthMedia delivers individually tailored self-management programs for healthy lifestyle issues, diseases, and conditions.

These programs, which are utilized by pharmaceutical and medical device firms, health plans, employers, and organizations focused on disease management, augment the personal touch and efficacy of a counselor by reaching far more people at dramatically lower costs to maximize the impact. HealthMedia's individually tailored solutions are proven to produce validated outcomes and positive ROI. The company has created programs for conditions and issues such as diabetes, hypertension, arthritis, lower back pain, teen health, smoking cessation, nutrition, weight management, stress management, and health risk assessment. For more information about HealthMedia, please visit www.healthmedia.com.

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