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## **For Immediate Release**

### **YourCity.MD and TelaDoc Medical Services Announce Partnership to Expand Retail, Employer Telehealth Model Across the U.S.**

- *Consumers can now contact state licensed, board certified TelaDoc physicians through their YourCity.MD health site for telephone-based treatment and consultation -*

**CINCINNATI** – June 17, 2008 – YourCity.MD LLC ([www.YourCity.MD](http://www.YourCity.MD)), healthcare’s local, city-specific navigation system and TelaDoc Medical Services ([www.TelaDoc.com](http://www.TelaDoc.com)), providing 24x7 telehealth services to 1.6 million members, today announced a partnership to expand the availability to consumers of round-the-clock, non-emergency telephonic based medical consultation services with trained, board certified primary care doctors, providing more healthcare access, convenience and affordability than traditional medical services for common illnesses.

Consumers in over 400 YourCity.MD cities can now reach a board certified TelaDoc primary care physician (PCP) licensed in their state via telephone to receive affordable, convenient telehealth services. TelaDoc physicians are available 24x7 to discuss non-emergency medical problems and recommend treatment including prescribing medication when applicable. Calls are substantially less than office visits or ER/urgent care visits.

“As TelaDoc moves to widen its reach to both employers and consumers across the country, our partnership with one of the largest geo-targeted, medical media companies in the U.S. makes perfect sense,” said Jeff Gary, executive vice president, TelaDoc Medical Services. “YourCity.MD reaches consumers and employers seeking more affordable and convenient healthcare options in very discrete markets and cities across the country. As a result of this relationship, more Americans will have improved access to high quality healthcare at lower costs.”

“Our partnership with TelaDoc further reaffirms our “healthcare is local” community approach,” said Joe Benza, CEO and founder of YourCity.MD. “We can now offer healthcare consumers in every major city and region a way to reach their own state-licensed doctors via telemedicine, getting better access, better convenience and more affordable medical care for common illnesses. We are fortunate to be aligned with a company endorsed and advised by Newt Gingrich, Tommy Thomson and Buzz Aldrin.”



### **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 over 400 cities find medical content and information that points them directly to 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](http://www.YourCity.MD) or type in your local city name with the new .MD TLD Internet extension.

### **About TelaDoc**

TelaDoc Medical Services is a Texas corporation founded in 2003. TelaDoc is a national physicians' association licensed in 50 states, providing consumer members with affordable, around-the-clock access to telephone consults with trained primary care doctors who diagnose medical problems and, when necessary, prescribe medications. Contact: 800.835.2362 or [www.TelaDoc.com](http://www.TelaDoc.com).