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MediClim.com

New webservice allows 2.0 marketers to tap into growing online health communities and to save insurers millions in claims.

Toronto, ON – The launch of a new website, www.mediclim.com, brings excitement to people who suffer from chronic and re-occurring health problems and the marketers who compete for their attention. MediClim.com tracks weather patterns, identifies when weather conditions are more likely to affect health and alerts subscribers in advance via email when there is potential risk.

Founded by physician Dr. John Bart and career meteorologist Denis Bourque, this exciting and free subscriber-based web service will be available to most countries around the world including the U.S., Canada and the U.K. Users will be able to subscribe to MediClim through mediclim.com and receive advance warning via email alert when their health matter is more likely to be aggravated as a result of pending weather conditions.

As the world's first web-based alert system to warn people against weather-related health problems MediClim.com brings opportunities for advertisers looking to tap into growing online health communities in a direct and very targeted way. *"Our online webforums, personal alert pages and email alerts present a unique way for advertisers to narrow down who sees their message. We can target according to demographic, health concern and get specific enough in location to target by postal code,"* says Mr. Bourque.

MediClim also holds potential for insurance companies and HMOs looking to reduce claims. *"By circumventing or alleviating a migraine attack, diabetes flare-up or other chronic illness, we can reduce the number of doctor appointments people make. Insurance companies stand to save millions,"* Dr. Bart says.

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