

ChiroWeb.com Featured on National Television Series

"HEALTHY SOLUTIONS" LOOKS AT SOURCES OF CHIROPRACTIC INFORMATION ON THE INTERNET

Editorial Staff

Where does a consumer find reliable information about alternative care on the Internet? This is the topic of a segment on the award-winning national television program "Healthy Solutions"(please see their website at <http://www.healthysolutions.tv> for more details). Host Mariette Hartley examines the need that health care consumers have for reliable information on line and features Dynamic Chiropractic's website, ChiroWeb.com, as the choice for chiropractic news and information.

The "Healthy Solutions" program-featuring ChiroWeb.com is scheduled to air as paid programming:

- Saturday, June 23 at 12:00 noon Eastern time on CNBC.
- Saturday, June 23 at 7:30 am. Eastern time on "The Health Network."
- Sunday, June 24 at 7:30 am. Eastern time on "The Health Network."

Broadcast times and dates are subject to change.

Please check www.ChiroWeb.com or <http://www.healthysolutions.tv> for broadcast dates and times.

For five seasons, "Healthy Solutions" has been helping to educate and empower audiences to make the most informed choices for themselves and their loved ones. The *Chiropractic* story will help to encourage millions of viewers to learn more about chiropractic and wellness on line at ChiroWeb.com, which has over 11,000 web pages of information. In addition, they can ask questions of George Best, DC, and Allen Manison, DC, CCEP, on the "Ask a Doctor of Chiropractic" forum, and search for a DC in their area from a complete worldwide list on the ChiroLocator directory.

As part of the program's regular promotion, advertising for the segment was placed in three print publications:

1. *Access Magazine* (April 1 issue) - considered "America's guide to the Internet" the publication is featured in Sunday newspapers to 14.4 million households.
2. *Today's Caregiver* (June issue) - with a circulation of over 150,000, primarily medical health care providers.
3. *Monthly Prescribing Reference* (June issue) - a circulation of over 146,000 medical doctors

and pharmacists.

Media releases were sent to over 100 major magazines, newspapers and news services announcing the program topics.

This is the first time "Healthy Solutions" has ever featured a chiropractic segment on alternative health. The usual programming is much more medically oriented. It is hoped that this is one more way to provide reliable information resources to interested consumers. Please consider sharing this information with your patients.

"Healthy Solutions" series is produced and paid for by TV Interactive, an e-quisitor plc company. For more information on "Healthy Solutions," please contact Lisa Baez - Public Relations Manager at 561-368-2300 ext. 3028, or lisa@tvi.net.

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