

AOL Launches Comprehensive Health Site “AOL Body”

Online Destination Features Extensive Information on Health, Better Living, Diet and Fitness as well as Original Programming

Dulles, VA, August 14, 2007 – AOL today announced the official launch of its new health site, AOL Body (<http://body.aol.com>). The Web site, which launched in beta in May, provides an in-depth experience dedicated to health needs including easy access to a wide range of information and tips on nutrition, fitness and overall well-being. AOL Body reaches nearly 6 million unique visitors monthly, according to the July 2007 comScore Media Metrix report.

“AOL Body takes a 'whole body' approach when educating consumers on the issues that matter most to them, including not only health and medical information but fuel for the mind and spirit as well,” said Bill Wilson, EVP of Programming for AOL. “We are confident that the site will continue to grow and will serve as the premiere online destination for consumers and advertisers when wanting to engage in all things related to health and wellness.”

Each area of AOL Body features news articles, tools, resources, videos and search capabilities. Additionally, the site hosts various blogs, community message boards and discussion areas to allow people to connect and share their own information and experiences. AOL Body's main programming areas include:

- **Health:** Condition Centers, A-Z Health Information, A-Z Drugs & Supplements Information, Drug Interaction Checker, Your Health areas and Diagnostic Tools, as well as topical features and resources.
- **Diet and Fitness:** Diets A-Z, Diet Basics, Fitness A-Z, Walking, Running and Yoga Centers.
- **Healthy Living:** Better Living, Wellness and access to a series of health experts.

AOL Body's content providers include Harvard Medical School, Healthday, Healthwise and Rodale, as well as newsfeeds from the Associated Press and Reuters. For search, AOL Body teamed with Healthline to provide users with comprehensive and relevant health search results, including Healthline's HealthWeb™, a collection of 200,000 pre-screened consumer health web sites. AOL Body also hosts original articles, programs and specials such as “America Takes It Off” with fitness trainer Jillian Michaels and “RX for Seasons” which highlights the best medicines to battle everything from the common cold to allergies.

About AOL

AOL® is a global Web services company that operates some of the most popular Web destinations, offers a comprehensive suite of free software and services, runs one of the country's largest Internet access businesses, and provides a full set of advertising solutions. A majority-owned subsidiary of Time Warner Inc., AOL LLC is based in Dulles, Virginia. AOL and its subsidiaries also have operations in Europe, Canada and Asia. Learn more at AOL.com.

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