



October 21, 2013

## **WebMD Provides Consumers with County-by-County Cold and Flu Activity to Help Them Stay Healthy this Flu Season**

### **Comprehensive Cold, Flu and Cough Health Center Offers Resources to Aid in Prevention and Care**

NEW YORK, Oct. 21, 2013 /PRNewswire/ -- WebMD Health Corp. (Nasdaq: WBMD), the leading source of health information, today announced the availability of the [WebMD Cold and Flu Symptoms Across the Nation](#) map and companion health center to help consumers stay ahead of cold and flu symptoms this season. WebMD's Cold and Flu map uses a combination of geo-location data and information compiled from over 3 million Symptom Checker visits per month to present a real-time analysis of the spread of colds and flu. Now in its second year, the map displays a county-by-county breakdown of flu symptoms, providing consumers with the latest updates on the severity of colds and flu across the country.

To view the multimedia assets associated with this release, please visit: <http://www.multivu.com/mnr/60048-webmd-cold-and-flu-symptoms-across-the-nation-map-health-center>

(Photo: <http://photos.prnewswire.com/prnh/20131021/MM99632>)

"We tend to be a bit complacent about cold and flu season until it strikes, which is why preparation is key," said Dr. Michael Smith, WebMD Chief Medical Editor. "The Cold and Flu map and the resources available on WebMD help consumers stay on top of symptom trends in their area, so they can take the necessary steps to help themselves and their families stay well."

WebMD's Symptom Checker data has a 0.99 correlation with concentration data from the Centers for Disease Control and Prevention (CDC) Cold and Flu, but is available to consumers weeks in advance through WebMD's interactive map. The map displays cold and flu activity across the entire country, or users can narrow their search by city, state or ZIP code for a more personalized view.

Current cold and flu symptom levels in cities across the U.S. include:

- *New York, NY - Moderate*
- *Los Angeles, CA - Moderate*
- *Chicago, IL - Moderate*
- *Philadelphia, PA - Moderate*
- *Dallas-Ft. Worth, TX - Moderate*
- *San Francisco-Oakland-San Jose, CA - Moderate*
- *Boston (Manchester), MA - Moderate*
- *Washington, DC - Moderate/Severe*
- *Atlanta, GA - Moderate*
- *Houston, TX - Moderate*

Featured within WebMD's [Cold, Flu, and Cough Health Center](#), the Cold and Flu map is paired with WebMD's trusted health content. Visitors can get the latest news and features on cold and flu prevention, access interactive tools and videos, and review information on common medications used to treat or reduce symptoms. Visitors can also get WebMD's physician-reviewed cold and flu information, plus WebMD's interactive Cold and Flu map, via WebMD's mobile site for personalized, location-based cold and flu symptom activity.

#### **About WebMD**

WebMD Health Corp. (NASDAQ: WBMD) is the leading provider of health information services, serving consumers, physicians, health care professionals, employers, and health plans through our public and private online portals, mobile platforms, and health-focused publications.

The WebMD Health Network includes WebMD Health, Medscape, MedicineNet, eMedicineHealth, RxList, theheart.org, Medscape Education, and other owned WebMD sites.

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