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WebMD Names Lisa Ryan Howard as Executive Vice President, Chief of Consumer Strategy

NEW YORK, Dec. 1, 2014 /PRNewswire/ -- WebMD Health Corp. (Nasdaq: WBMD), the leading source of health information, today announced that Lisa Ryan Howard, an executive with more than 22 years of strategic media, marketing and sales experience, has been named Executive Vice President, Chief of Consumer Strategy, WebMD. In this newly created role, Howard is responsible for identifying and developing new markets, products, and partnerships for WebMD that engage consumers while enhancing and extending the Company's brand and commercial opportunities. Howard will report to WebMD's Chief Executive Officer, David Schlanger.

"Lisa's extensive experience building audiences, brands and relationships will accelerate WebMD's efforts to identify and grow new markets and content categories; expand our video and social media offerings; and enhance the value of what we provide to consumers, customers and partners," said Schlanger.

Before joining WebMD, Howard was Business Lead - Lifestyles at Yahoo! where she was responsible for the Company's lifestyle content business and strategy. During her tenure, Howard launched and ran Yahoo!'s first digital magazines, including Yahoo Food, Yahoo Health, and Yahoo Style. Prior to Yahoo!, Howard served as Publisher of Billboard, overseeing the Company's magazine, online, licensing, events and sponsorship businesses. Under her leadership, Howard's team reenergized the brand through experiential activations that included the creation of new events and festivals, a re-launch of the Billboard Music Awards, as well as the development of new apps, video programming, and strategic partnerships. Earlier in her career, Howard spent 14 years at Conde Nast in a variety of roles including Senior Vice President, Chief Revenue Officer of Fairchild Fashion Group, and Vice President, Interactive for Conde Nast Media Group, where she led digital strategy, sales and marketing. During her tenure at Conde Nast, Howard also served as Vice President, Publisher of Style.com and Executive Director of Corporate Sales.

"The health and wellness category is booming with innovation, and healthy living content is among the fastest growing areas across all screens and experiences," said Howard. "With its huge scale and market-leading combination of content, community and connectivity, WebMD is uniquely positioned to create exciting new branded offerings for consumers and marketers alike."

Howard has served as an advisory board member to multiple digital startups in the lifestyle and entertainment space, and as adjunct professor, has taught digital advertising at New York University's Stern School of Business. She is the recipient of The University of Georgia's (UGA) Henry W. Grady Mid-Career Achievement Award, and has been recognized as one of Advertising Age's "40 Under 40".

About WebMD

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

The WebMD Health Network includes WebMD.com, Medscape.com, MedicineNet.com, eMedicineHealth.com, RxList.com, Medscape Education (Medscape.org) and other WebMD owned sites and apps.

All statements contained in this press release, other than statements of historical fact, are forward-looking statements, including those regarding: our expectations concerning market opportunities and our ability to capitalize on them; and the benefits expected from new products or services. These statements speak only as of the date of this press release and are based on our current plans and expectations, and they involve risks and uncertainties that could cause actual future events or results to be different than those described in or implied by such forward-looking statements. These risks and uncertainties include those relating to: market acceptance of our products and services; relationships with customers and strategic partners; and changes in economic, political or regulatory conditions or other trends affecting the healthcare, Internet and information technology industries. Further information about these matters can be found in our Securities and Exchange Commission filings.

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