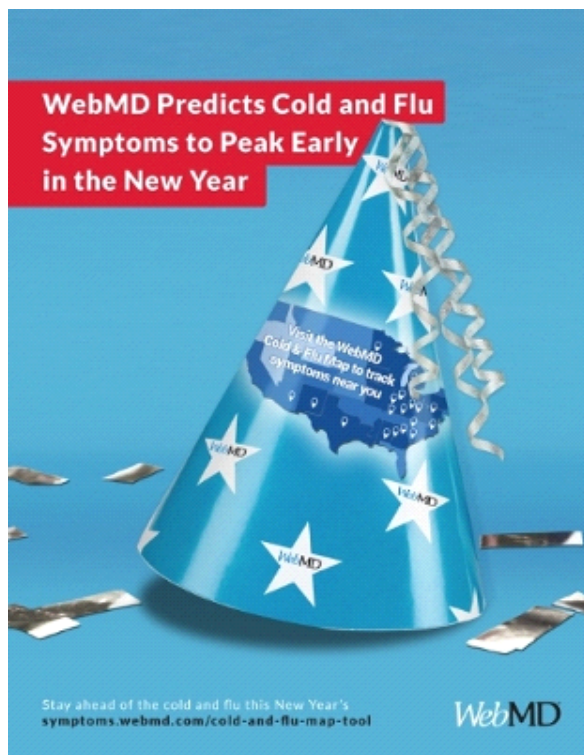


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WebMD Predicts Cold and Flu Symptoms to Peak Early in the New Year

WebMD Cold and Flu Map data shows Atlantic, Southeast, and Midwest to experience highest levels of cold and flu symptoms

NEW YORK, Dec. 22, 2015 /PRNewswire/ -- WebMD (NASDAQ: WBMD), the leading source of health information, predicts the 2015-2016 cold and flu season will peak during the first week of the New Year, with the Atlantic, Southeast, and Midwest regions set to experience the highest levels of cold and flu symptoms in the country. According to the WebMD Cold and Flu Map, top cities expected to ring in the New Year with the highest levels of cold and flu symptoms include Richmond/Norfolk, VA; Knoxville, TN; Louisville, KY; Dallas/Ft. Worth, TX; and Nashville, TN.



Visit the WebMD Cold & Flu Map: <http://symptoms.webmd.com/cold-and-flu-map-tool/>

Visit the WebMD Cold, Flu, and Cough Health Center: <http://www.webmd.com/cold-and-flu/>

Sponsored by RB, a leading consumer health and hygiene company, the WebMD Cold and Flu interactive map uses a combination of geo-location data and information compiled from over 4 million monthly visits to WebMD's Symptom Checker to display a real-time analysis of the spread of cold and flu. The WebMD Cold and Flu data, updated weekly, has proven to be highly predictive of the Centers for Disease Control and Prevention (CDC) prevalence data, having a 0.99 correlation with the CDC Cold and Flu Report. The proprietary models WebMD uses to track symptoms can predict cold and flu trends up to 6 weeks in advance. Users of the map can track cold and flu symptoms broadly across the entire country, narrower by state, or as pinpointed at the county level.

Top 20 U.S. Cities Likely to Experience Highest Rates of Cold and Flu Symptoms Early in the New Year

- 1 Richmond/Norfolk, VA
- 2 Knoxville, TN
- 3 Louisville, KY
- 4 Dallas/Ft. Worth, TX

- 5 Nashville, TN
- 6 Charlotte, N.C.
- 7 Baltimore, MD/Washington, D.C.
- 8 Roanoke, VA
- 9 Charleston, S.C.
- 10 Minneapolis/St. Paul, MN
- 11 Indianapolis, IN
- 12 Phoenix/Tucson, AZ
- 13 Cincinnati/Dayton, OH
- 14 Birmingham/Montgomery, AL
- 15 Atlanta, GA
- 16 Austin, TX
- 17 St. Louis, MO
- 18 Columbus, OH
- 19 Grand Rapids, MI
- 20 Omaha, NE

The WebMD Cold and Flu Map data continues to show increasing rates of symptoms, trending toward a high level of activity early in the New Year, with unseasonably warm temperatures having an ongoing impact on cold and flu trends.

"People are exposed to cold and flu germs on a daily basis," says Michael Smith, MD, chief medical editor of WebMD. "By being aware of symptom severity in their geographic area, consumers can make smart choices about preventative measures to protect themselves or their families and stay healthy during this cold and flu season."

About WebMD

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