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WebMD and Walgreens Introduce Digital Health Improvement Programs Through Companies' Partnership to Improve Health and Wellness

Virtual Wellness Coaching and Prescription Refill and Transfer Services and Balance® Rewards Integration Now Available

NEW YORK and DEERFIELD, Ill., Jan. 7, 2015 /PRNewswire/ -- WebMD Health Corp. (NASDAQ: WBMD) and Walgreens today announced the availability of *Your Digital Health Advisor*, a virtual wellness-coaching program powered by WebMD, on Walgreens.com, as well as the integration of Walgreens Balance® Rewards and prescription services into WebMD's flagship mobile app, to help and incentivize consumers to make healthier choices at home, work and on-the-go.

"Today marks the first significant milestone in WebMD's collaboration with Walgreens to expand access to information and services that can help millions of consumers achieve their health and wellness goals," said Dr. Steven Zatz, President, WebMD.

Adam Pellegrini, Vice President of Digital Health at Walgreens, added, "By integrating WebMD's wellness coaching services and trusted content into Walgreens online and in-store experience, together we are creating an experience for consumers that will empower and motivate them to make healthier decisions."

WebMD's Virtual Wellness Coaching on Walgreens

Consumers can visit Walgreens.com to enroll in *Your Digital Health Advisor*, the virtual wellness-coaching program powered by WebMD to create customized goals and action plans that support lasting lifestyle changes. Participants can engage in interactive programs that help with smoking cessation, weight management, nutrition, exercise and emotional health. Walgreens Pharmacy Chat health experts are also available to provide live coaching and help encourage positive lifestyle choices and healthy behaviors. *Your Digital Health Advisor* participants will earn Walgreens Balance Rewards points for making progress in achieving their goals.

Tracking & Rewarding Healthy Behaviors on WebMD Mobile App

WebMD has also integrated Walgreens Balance Rewards into WebMD's Healthy Target mobile health improvement program. Now, in addition to tracking their progress, Healthy Target users will be able to earn Balance Rewards points as an added incentive for engaging in healthy behaviors. Available within WebMD's flagship mobile app for iPhone, Healthy Target allows individuals looking to develop sustainable, health-conscious habits to upload biometric device data from activity trackers, wireless scales and glucometers and to receive tailored, physician-reviewed, contextually relevant content and motivational tips. The companies are also working to integrate Walgreens Activity Tracker with WebMD's Healthy Target to provide users with powerful new ways to capture, visualize and understand their health information.

Walgreens Refill & Transfer Prescriptions Service on WebMD Mobile App

Consumers can now access Walgreens *Refill & Transfer Prescriptions* service from within WebMD's flagship mobile app for iPhone. Conveniently located within WebMD's *Health Tools*, consumers can simply scan the barcode on their prescription or manually enter the information to refill their prescription at their local Walgreens pharmacy. This service will also be introduced within WebMD's desktop offering later this year.

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.

About Walgreens

Walgreens (www.walgreens.com), the nation's largest drugstore chain, constitutes the Retail Pharmacy USA Division of Walgreens Boots Alliance, Inc. (Nasdaq: WBA), the first global pharmacy-led health and well-being enterprise. More than 8 million customers interact with Walgreens each day in communities across America, using the most convenient, multichannel access to consumer goods and services and trusted, cost-effective pharmacy, health and wellness services and advice. Walgreens operates 8,229 drugstores with a presence in all 50 states, the District of Columbia, Puerto Rico and the U.S. Virgin

Islands. Walgreens digital business includes Walgreens.com, drugstore.com, Beauty.com, SkinStore.com and VisionDirect.com. Walgreens also manages more than 400 Healthcare Clinic and provider practice locations around the country.

WebMD Forward-Looking Statement

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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