

# POZ Magazine acquires AIDSmeds.com

February 2, 2006

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Smart + Strong, publisher of POZ magazine, has purchased AIDSmeds.com and its related HIV treatment information. POZ is an award-winning monthly magazine for people with HIV/AIDS founded by AIDS activist Sean Strub. AIDSmeds.com is a highly respected treatment information website founded by AIDS activist Peter Staley. By combining these two powerful entities, founded by HIV-positive individuals, the combined offering provides the HIV/AIDS community with the definitive resource from which to gain state-of-the-art knowledge about living with the disease.

AIDSmeds will continue to operate independently as a division of Smart + Strong, and Peter Staley will continue to oversee the site as president of the AIDSmeds division. Going forward, AIDSmeds-branded treatment information will be visible throughout POZ and its other educational programs.

In addition, AIDSmeds founding treatment writer and activist Tim Horn will join Smart + Strong. He will oversee all treatment information being produced by POZ and AIDSmeds.

Sean Strub, the founder of POZ says, "I am delighted that POZ and AIDSmeds.com are joining forces. Together they will even more powerfully inform, educate and inspire people with HIV. Peter Staley and Tim Horn are both highly respected activists whose HIV treatment expertise, in particular, is of immeasurable importance. They are also friends and colleagues whom I admire greatly and am proud to have associated with POZ."

AIDSmeds founder Peter Staley says, "Since the launch of AIDSmeds six years ago, my goal has been to bring original content and trusted treatment information to the AIDS community. Joining with POZ and the resources of Smart + Strong enables me to continue that mission and bring even more resources to the community."

The newly aligned portals of the POZ.com and AIDSmeds.com sites will reach a combined 3.3 million page viewers. Megan Strub, publisher of POZ and executive vice president, Smart + Strong, said, "POZ has experienced dramatic growth over the last six months, and we're confident that with the complementary access through AIDSmeds we will be able to reach even more people in the HIV community and offer targeted avenues for people looking for different types of information."

Established in 1994, POZ is published by Smart + Strong, a division of CDM Publishing Inc. The

magazine POZ, a trusted source of information for the HIV community, is published 11 times per year with a rate base of 150,000. POZ.com, the fastest growing site in the HIV community, offers daily news updates, treatment information, POZ Personals, POZ Mentor and more. Smart + Strong is also the publisher of Real Health, The Guide to Black Wellness. Real Health covers health topics of interest to the African American community including diabetes, cardiovascular disease, fitness and HIV.

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