

## **FDA partners with The Health Television System Inc**

**FOR IMMEDIATE RELEASE....April 26, 2005 ...Orchard Park NY...** The Health Television System Inc (HTS) has partnered with the U.S. Food and Drug Administration's (FDA) Center for Drug Evaluation and Research to educate consumers on safe medicine use.

HTS and FDA will develop videos and DVDs based on FDA print materials. Through HTS distribution, FDA information will reach more than 3 million consumers via Healthtv - HTS branded direct-to-patient television network.

The partnership with HTS will increase the reach and exposure of FDA's messages, which are designed to improve the knowledge base of both consumers and physicians.

"The FDA sees reaching the population of hospitalized consumers and their families as extremely important," says Ellen Shapiro, Director, Division of Public Affairs. "Healthtv is well established and well utilized in hospitals. This is in keeping with FDA's goal of informing the public about buying and using medical products in a safe and effective manner."

, CEO of The Health Television System adds,  
"We're delighted that the FDA's recognizes the importance of reaching hospitalized consumers via our specialized television network. We're honored that the quality and integrity of our production and distribution capability will be utilized to extend the impact of FDA's excellent print messages."

HTS owns and operates Healthtv, North America's premiere direct-to-patient television network. FDA is the U.S. federal regulator for all human and veterinary drugs, biological products, medical devices, foods, cosmetics, and products that emit radiation.

The Health Television System Inc is a privately owned company with offices in Orchard Park, NY and Toronto, Canada. Established in 1993, Healthtv is North America's leader in branded direct-to patient education, broadcasting in teaching hospitals across North America.

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For more information, contact:  
Kelly Morgan  
The Health Television System Inc  
1-877-259-4111  
[www.healthtvsystem.com](http://www.healthtvsystem.com)