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**MEN'S HEALTH NETWORK LAUNCHES MEN'S HEALTH
SCREENING INITIATIVE**

-- Program Designed to Raise Awareness of Men's Health Issues --

WASHINGTON, DC, FEBRUARY 8, 2001 — Men's Health Network today announced the launch of *Health Zone*, a new men's health initiative designed to encourage a renewed commitment to men's health care by making screening services more attainable to consumers, hospitals, health clinics, community centers and large employers.

"Men are generally disinterested in their health care, and are much more unlikely to visit the doctor than women, mostly for fear of what they'll learn," said David Gremillion, MD, of Men's Health Network. "Through programs such as *Health Zone*, we hope to change their thinking, motivate them to take control of their health care and ultimately help them live more healthful lives."

Free health screenings for cholesterol, diabetes, hypertension, obesity, prostate cancer, and erectile dysfunction will be made available to an estimated 2,000 individuals at five locations across the country in 2001. Additionally, a flyer will be sent out to over 3,000 hospitals, employers and other health entities to announce the availability of a free *Health Zone* planning kit created to help activate organizations nationwide to conduct their own men's health screenings.

"Over the last decade there has been such a tremendous focus on women's health that gender-specific disease afflicting men was under-discussed," continued Dr. Gremillion. "Through continued efforts targeting the male population and programs such as these that advocate early detection and intervention, we hope that the lag in men's health will finally be erased."

Information for women will also be made available to activate them in promoting good health in the men in their lives -- husbands, sons, fathers and brothers. "Women play such an important role in the healthcare decision making process that they must not be overlooked when it comes to all of the initiatives created to help reverse the silent men's health crisis in America," Dr. Gremillion remarked.

This program has been made possible through a generous donation from the Pfizer / Viagra Winston Cup Racing Program.

Men's Health Network is pleased to be involved in this important mission to keep men informed of the health risks they face. MHN is a non-profit, educational organization, recognizing men's health as a specific social concern.

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