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BREAKING MEDIA ACQUIRES MEDCITY MEDIA ENTERS THE BUSINESS OF HEALTHCARE, EXPANDS TARGETED INDUSTRY COVERAGE WITH NEW VERTICAL

New York (January 23, 2015) – [Breaking Media](#), the leading digital-first B2B media company in law, finance, energy, defense, government and fashion, is pleased to announce the acquisition of MedCity Media, a digital publisher that covers the business of health-care and life sciences innovation through its website [MedCityNews.com](#). The acquisition advances Breaking Media's successful business model of developing must-read websites, events, research and mobile products for industry insiders.

Integrating healthcare into its popular suite of targeted verticals, Breaking Media will operate MedCity as a stand-alone unit based out of its current Cleveland headquarters. MedCity CEO and co-founder Chris Seper joins Breaking Media as VP, Healthcare, a new position at the company. Breaking Media will immediately begin producing MedCity projects including three widely-regarded events in the healthcare industry: the Mid-America Healthcare Venture Forum, ENGAGE and CONVERGE.

"The business of healthcare is in a constant state of transformation. MedCityNews has its fingers on the pulse of the innovation in this market more than anyone," said John Lerner, CEO of Breaking Media. "We were attracted by entrepreneurial spirit that Chris and his team bring to this market. They have created a community where disparate players in the healthcare space can come together and discuss innovation, both online and through their face-to-face events. We are committed to further invest in the brand under Chris's leadership."

"Breaking Media is an elite digital media brand and today's acquisition is a win both for the company and for healthcare," added Seper. "Under the Breaking Media umbrella, MedCity can delve deeper, allowing healthcare innovators to touch an even broader array of alpha influencers, and share new approaches to medical breakthroughs and healthcare innovation. The publisher's track record of success with websites, events, research and custom marketing solutions will allow MedCity to accelerate growth in 2015 and beyond."

This is the second major acquisition for Breaking Media, having purchased Breaking Defense, Breaking Energy and Breaking Gov from AOL last year. Breaking Media will migrate MedCityNews—and eventually all of its sites—to a new publishing platform providing a more robust experience for readers and advertisers.

About Breaking Media

[Breaking Media](#) runs a network of next-generation business-to-business media brands targeting influential professionals: [Above the Law](#), [Dealbreaker](#), [Fashionista](#), [Breaking Defense](#), [Breaking Energy](#) and [Breaking Gov](#). Because of its authentic, inside-the-industry tone and content, Breaking Media reaches over 5 million affluent, decision-making professionals per month and connects brands with this deeply targeted, engaged and influential audience through innovative

content integration, custom research products, event marketing and more. Headquartered in Manhattan, the company was founded in 2006.

About MedCity Media

MedCity Media is the leading online news source for the business of innovation in healthcare, now responsible for healthcare within Breaking Media. It offers insight onto what's next and what matters with a mix of breaking news and analysis on startups and established industry leaders, personalities, policies and the most important deals. Along with the website, medcitynews.com, MedCity produces three must-attend events in the healthcare industry, The Mid-America Healthcare Venture Forum, ENGAGE and CONVERGE.

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