![Visible Body™ — Discover the Human Body Like Never Before!]

Press Release
NEWTON, MA—(Marketwire - March 4, 2008)

Argosy Publishing Launches The Visible Body™, the First Comprehensive 3-D Human Anatomy Visualization and Learning Tool

Free, Web-Based Interactive Model Offers Unparalleled Understanding of Human Body Through Elegant Representation of 1,700+ Anatomical Structures

News Facts:

Argosy Publishing, an award-winning interactive, visual content developer, today launched The Visible Body™, the world's first free, Web-based 3-D interactive model of the human body.

The Visible Body consists of highly detailed, anatomically accurate, 3-D models of all human body systems, developed by a highly trained team with decades of experience in medical illustration and biomedical visualization.

The Visible Body allows all users to visualize and quickly and easily explore relevant areas of the human body, enabling them to explain how more than 1,700 anatomical structures—including major organs and systems—work together.

The Visible Body was developed initially for educators, health and medical professionals, as a next-generation, professional grade platform for demonstrating how the human body works.

The Visible Body will also be of interest to individuals with a deep curiosity or appreciation for the human anatomy and science.

Since an initial trial release period, more than 150,000 users worldwide have registered for The Visible Body.
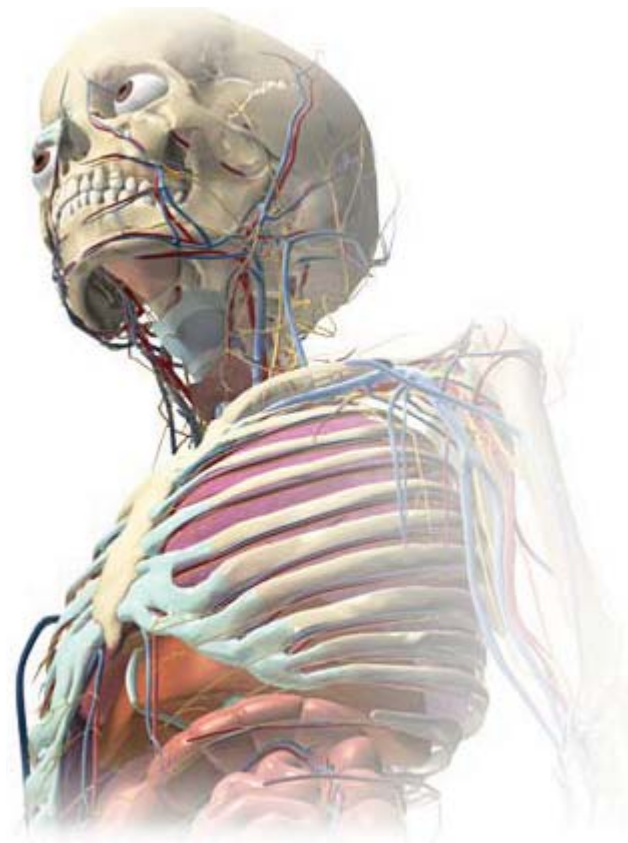
The Visible Body website continues to experience high traffic volumes, including more than three million page views per month, with a significant number of repeat visitors.

The Visible Body is currently a free site—Argosy Publishing plans to maintain this model by exploring business partnerships with a variety of organizations in the health and medical fields.

The Visible Body's medical visualization and search capabilities provide a platform for pharmaceutical, biotechnology, medical device and other healthcare firms—through content appropriate advertisements—to market their services to health educators and their students, medical professionals and their patients who are exploring the human anatomy and physiology.

The Visible Body is free and accessible to anyone with an Internet connection using Internet Explorer with Macromedia Flash™ and Anark Client™ plug-ins.

The Visible Body is currently available in English—additional language support is expected later this year.

Pre-Approved Quote from
Andrew Bowditch, President and CEO of Argosy Publishing:

"The Visible Body breaks new ground in helping physicians and educators to fully articulate the delicate interrelationships of various anatomical structures. Based on feedback from physicians, professors and graduate students at some of the world's most prestigious medical institutions and early adoption of the Visible Body, we expect it to become the Internet's most popular destination for accurate, life-like representation of the human anatomy."

"Our next steps are to expand The Visible Body by adding different human models, medical pathology and therapy information, so that consumers can get a deeper understanding of their diseases and available treatments, working together with their doctors and physical therapists."

Pre-Approved Quote from
Edward G. Buckley, MD, Professor Ophthalmology and Pediatrics and Interim Vice Dean for Medical Education, Duke University Medical School:

"It can be very hard to explain a specific injury or pathology to a patient or students using the illustrations and descriptions available in the medical text books. The unique 3-D approach used by the Visible Body gives physicians and educators the ability to visually demonstrate and explain how the body works to their patients or students in a way that is easily understandable."

Pre-Approved Quote from
Vanessa Ruiz, Blogger at StreetAnatomy:

"Argosy Publishing has made a dream come true for students and teachers wanting an easy to use, high quality, 3D interactive anatomy atlas. With seamless zooming and rotation, the ability to add and delete systems, make systems transparent, and isolate specific structures—all wrapped in a clean and simple user interface, The Visible Body has the potential to become the most powerful anatomy tool on the Internet."

About Argosy Publishing

Founded in 1990, Argosy Publishing is an award-winning interactive, visual content developer, with clients concentrated in healthcare—Pfizer, Novartis, Eli Lilly, Abbott Labs—and educational publishing—Thomson, Pearson, McGraw-Hill, Houghton Mifflin, Reed Elsevier. Argosy's books and electronic content educate and inform tens of millions of people on thousands of different topics. For more information, visit www.ArgosyPublishing.com.

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