

EVIDENCE-BASED MEDICAL ADVICE FROM NETDOCTOR.CO.UK JOINS KWICKEE BITESIZE

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17th May 2004 - Kwickee Guides Ltd, publishers of Kwickee Bitesize, has today announced UK leading independent health website NetDoctor.co.uk is to place Bitesize guides covering a range of medical conditions.

Kwickee Bitesize, the mobile phone content platform, is host to a wealth of information (articles, reviews, reports, training, sales messages etc) written by professionals, the public and marketers and will be available to a UK market of over 30 million people towards the end of June.

Julian Fisher, Publisher. "Kwickee Bitesize provides 'information-at-the-point-of-need' to a personal device, the mobile phone, which is considered as one of the most essential day-to-day possessions. And there is nothing more personal than health issues which is why we are delighted to be joined by the leading medical advice website service, NetDoctor.co.uk."

NetDoctor.co.uk is a collaboration between committed doctors, health care professionals, information specialists and patients who believe that medical practice should be based on quality-assessed information and, wherever possible, on the basis of the principles of evidence-based medicine. Over 250 of the UK's and Europe's leading doctors and health professionals write, edit and update the contents of NetDoctor.co.uk.

Alex Ballantyne CEO, commented, "Our aim has been to break down the medical language barrier between doctor and patient. Critical medical information must be presented in a manner that allows the patient to fully understand his or her choices and decisions. Ultimately, it is the patient who must make critical health choices."

He continued, "We believe that in the future the world of medicine will be dominated by a new patient who seeks out critical information via his computer or mobile phone. Providing our medical content in Bitesize guides is a step towards achieving that goal in support of our comprehensive website of over 6,000 pages."

For more information please visit www.kwickee.com

NOTES TO EDITORS

About Kwickee Bitesize

Kwickee Bitesize is a unique new mobile data platform where users can receive relevant, targeted information on just about anything via their mobile phone. It's equivalent to eBay but for trading knowledge with a library as vast as Amazon and search capabilities equal to Google.

A Bitesize is a document of not more than 800-1000 words in size, supplemented by up to 2 images, which can be submitted by any professional or member of the public. A Bitesize will contain useful information in a concise, succinct and easy-to-read style.

Press Contacts

Nick Hirst
Managing Editor
Kwickee Guides Ltd
Tel: +44 (0) 1932 240 151
Fax: +44 (0) 1420 520678
Email: nick.hirst@kwickee.com

Julian Fisher
Publisher & Founder
Kwickee Guides Ltd
Tel: +44 (0) 8700 720730
Fax: +44 (0) 1420 520678
Email: julian.fisher@kwickee.com

Alex Ballantyne
CEO
NetDoctor.co.uk Ltd.
Tel: +44 (0)20 7424 7850
Fax: +44 (0)20 7424 7851
Email : Alex.Ballantyne@netdoctor.com