

Caption for Group Shot 1

The New Jersey Heart Institute at Lourdes (part of southern New Jersey's Lourdes Health System) and St. Mary Medical Center of Langhorne, Bucks County, Pennsylvania kicked off the third annual multi-media campaign, HeadsUp on Heart Disease® with the November 12 video taping of the two-part TV cooking series, *Paul Dillon Cooks with the Cardiologists*. Standing from left to right are the three Lourdes cardiologists who will be featured in Part 2 of the TV series to air on Friday, February 18, 2005, beginning at 6:00 PM/ET on CN8, The Comcast Network: Drs. Donald W. Orth, Steven W. Klier and John N. Hamaty. Next there's CN8's popular TV chef, Paul Dillon; Dr. Richard T. Leshner, Chief, St. Mary Cardiology Section and Gregory T. Wozniak, St. Mary President and CEO. Standing on the far right are the three St. Mary physicians who will be featured in Part 1 of the TV series to air Friday, February 11, beginning at 6:00 PM/ET on CN8: cardiologist Dr. Charles F. Paraboschi, heart surgeon Dr. Charles W. Raudat and cardiologist, Dr. Rakesh R. Shah. In the front row (left to right) are: Scott Share, Vice President of Marketing, Lourdes Health System; Dr. Jan R. Weber, Chief, Division of Cardiology, Our Lady of Lourdes Medical Center and Medical Director of The New Jersey Heart Institute at Lourdes and Alexander Hatala, President and CEO of Lourdes Health System. St. Mary, where the campaign began in 2003, and Lourdes Health System are joined this year by Saint Joseph's Hospital in Atlanta, Georgia. All three healthcare providers are members of Catholic Health East, one of the nation's largest healthcare systems. The goal of the 2005 campaign, which will occur during February 2005, American Heart Month, is to raise awareness of obesity as an independent risk factor for heart disease – the number one killer in America. HeadsUp on Heart Disease features a free, informative booklet that includes heart healthy recipes, tips on combining diet and exercise to manage weight, high-value coupons from sponsoring brands and a \$5.00 instant savings offer from MasterCard®. The free booklet will be distributed in the Philadelphia/southern New Jersey region by these supermarket partners: Acme®, Clemens® Markets, Genuardi's® Markets, McCaffrey's® Supermarkets, Pathmark® Stores, Inc. and Super Fresh®. Kroger® will be distribute the booklet n Atlanta. In Philadelphia and southern New Jersey, St. Mary and Lourdes will take the campaign to television, as well, with the two-part TV cooking series. MasterCard®, Filippo Berio® Olive Oil, Fleischmann's® Yeast and Mrs. Dash® Salt Free Seasoning Blends are supporting the campaign with ads, coupons and TV commercials in Philadelphia and Atlanta. Alpine Lace® and LAND O LAKES Naturally Slender® Deli Cheese, Blue

Diamond® Almonds, Carolina® Rice and Ecotrin® Aspirin, round out the Philadelphia ad, coupon and commercial support. Absopure® Water and Mahatma® Rice are supporting the program with ads and coupons in Atlanta.

CN8 programming can be seen on the CN8 Live link on www.cn8.tv

Caption for Group Shot 2

On the set of “Paul Dillon Cooks with the Cardiologists” – (from left to right) cardiologist Dr. Charles F. Paraboschi, heart surgeon Dr. Charles W. Raudat and cardiologist, Dr. Rakesh R. Shah – all from St. Mary Medical Center in Langhorne, Pennsylvania; CN8’s popular TV chef, Paul Dillon from CN8, The Comcast Network; cardiologist Dr. Steven W. Klier from Lourdes Medical Center of Burlington County (New Jersey) and cardiologists Drs. John N. Hamaty and Donald W. Orth from Our Lady of Lourdes Medical Center in Camden, New Jersey. Part 1 of the two-part series “Paul Dillon Cooks with the Cardiologists,” featuring the St. Mary physicians, airs Friday, February 11, beginning at 6:00 PM/ET on CN8. Part 2, featuring the Lourdes Health System physicians, airs Friday, February 18, beginning at 6:00 PM/ET on CN8. St. Mary, where the campaign began in 2003, and Lourdes Health System are joined this year by Saint Joseph’s Hospital in Atlanta, Georgia. All three healthcare providers are members of Catholic Health East, one of the nation’s largest healthcare systems. The goal of the 2005 campaign, which will occur during February 2005, American Heart Month, is to raise awareness of obesity as an independent risk factor for heart disease – the number one killer in America. HeadsUp on Heart Disease features a free, informative booklet that includes heart healthy recipes, tips on combining diet and exercise to manage weight, high-value coupons from sponsoring brands and a \$5.00 instant savings offer from MasterCard®. The free booklet will be distributed in the Philadelphia/southern New Jersey region by these supermarket partners: Acme®, Clemens® Markets, Genuardi’s® Markets, McCaffrey’s® Supermarkets, Pathmark® Stores, Inc. and Super Fresh®. In Atlanta, the booklet will be distributed by Kroger®. In Philadelphia and southern New Jersey, St. Mary and Lourdes will take the campaign to television, as well, with the two-part TV cooking series. MasterCard®, Filippo Berio® Olive Oil, Fleischmann’s® Yeast and Mrs. Dash® Salt Free Seasoning Blends are supporting the campaign with ads, coupons and TV commercials in Philadelphia and Atlanta. Alpine Lace® and LAND O LAKES Naturally Slender® Deli Cheese, Blue Diamond® Almonds, Carolina® Rice and Ecotrin® Aspirin, round out the Philadelphia ad, coupon and commercial support. Absopure® Water and Mahatma® Rice are supporting the program with ads and coupons in Atlanta.

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Caption for Group Shot 3

On the set of “Paul Dillon Cooks with the Cardiologists” – (from left to right) cardiologists Drs. John N. Hamaty from Our Lady of Lourdes Medical Center in Camden, New Jersey; CN8’s popular TV chef, Paul Dillon from CN8, The Comcast Network; cardiologists Dr. Steven W. Klier from Lourdes Medical Center of Burlington County (New Jersey) and Donald W. Orth from Our Lady of Lourdes Medical Center in Camden, New Jersey. Part 2 of “Paul Dillon Cooks with the Cardiologists” airs Friday, February 18, beginning at 6:00 PM/ET on CN8. Part 1, featuring three physicians from St. Mary Medical Center in Langhorne, Pennsylvania, airs Friday, February 11, beginning at 6:00 PM/ET on CN8. The two-part series is one component of the award-winning, multi-media campaign, HeadsUp on Heart Disease® being conducted for February 2005, American Heart Month, by Southern New Jersey’s Lourdes Health System, St. Mary Medical Center in Langhorne, Pennsylvania and Saint Joseph’s Hospital in Atlanta, Georgia. All three healthcare providers are members of Catholic Health East, one of the nation’s largest healthcare systems. The goal of the 2005 campaign is to raise awareness of obesity as an independent risk factor for heart disease – the number one killer in America. HeadsUp on Heart Disease features a free, informative booklet that includes heart healthy recipes, tips on combining diet and exercise to manage weight, high-value coupons from sponsoring brands and a \$5.00 instant savings offer from MasterCard®. The free booklet will be distributed in the Philadelphia/southern New Jersey region by these supermarket partners: Acme®, Clemens® Markets, Genuardi’s® Markets, McCaffrey’s® Supermarkets, Pathmark® Stores, Inc. and Super Fresh®. Kroger® will distribute the booklet in Atlanta. In Philadelphia and southern New Jersey, St. Mary and Lourdes will take the campaign to television, as well, with the two-part TV cooking series. MasterCard®, Filippo Berio® Olive Oil, Fleischmann’s® Yeast and Mrs. Dash® Salt Free Seasoning Blends are supporting the campaign with ads, coupons and TV commercials in Philadelphia and Atlanta. Alpine Lace® and LAND O LAKES Naturally Slender® Deli Cheese, Blue Diamond® Almonds, Carolina® Rice and Ecotrin® Aspirin, round out the Philadelphia ad, coupon and commercial support. Absopure® Water and Mahatma® Rice are supporting the program with ads and coupons in Atlanta.

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Caption for Group Shot 4

On the set of “Paul Dillon Cooks with the Cardiologists” – (from left to right) cardiologist Dr. Charles F. Paraboschi; popular TV chef, Paul Dillon from CN8, The Comcast Network; heart surgeon Dr. Charles W. Raudat and cardiologist, Dr. Rakesh R. Shah. All three physicians are from St. Mary Medical Center in Langhorne, Pennsylvania. Part 1 of the two-part series “Paul Dillon Cooks with the Cardiologists,” featuring these physicians, airs Friday, February 11, beginning at 6:00 PM/ET on CN8. Part 2, featuring three cardiac specialists from southern New Jersey’s Lourdes Health System (The New Jersey Heart Institute at Lourdes) airs Friday, February 18, beginning at 6:00 PM/ET on CN8. The two-part series is one component of the award-winning, multi-media campaign, HeadsUp on Heart Disease® being conducted for February 2005, American Heart Month, by St. Mary Medical Center, Southern New Jersey’s Lourdes Health System and Saint Joseph’s Hospital in Atlanta, Georgia. All three healthcare providers are members of Catholic Health East, one of the nation’s largest healthcare systems. The goal of the 2005 campaign is to raise awareness of obesity as an independent risk factor for heart disease – the number one killer in America. HeadsUp on Heart Disease features a free, informative booklet that includes heart healthy recipes, tips on combining diet and exercise to manage weight, high-value coupons from sponsoring brands and a \$5.00 instant savings offer from MasterCard®. The free booklet will be distributed in the Philadelphia/southern New Jersey region by these supermarket partners: Acme®, Clemens® Markets, Genuardi’s® Markets, McCaffrey’s® Supermarkets, Pathmark® Stores, Inc. and Super Fresh®. Kroger® will distribute the booklet in Atlanta. In Philadelphia and southern New Jersey, St. Mary and Lourdes will take the campaign to television, as well, with the two-part TV cooking series. MasterCard®, Filippo Berio® Olive Oil, Fleischmann’s® Yeast and Mrs. Dash® Salt Free Seasoning Blends are supporting the campaign with ads, coupons and TV commercials in Philadelphia and Atlanta. Alpine Lace® and LAND O LAKES Naturally Slender® Deli Cheese, Blue Diamond® Almonds, Carolina® Rice and Ecotrin® Aspirin, round out the Philadelphia ad, coupon and commercial support. Absopure® Water and Mahatma® Rice are supporting the program with ads and coupons in Atlanta.

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