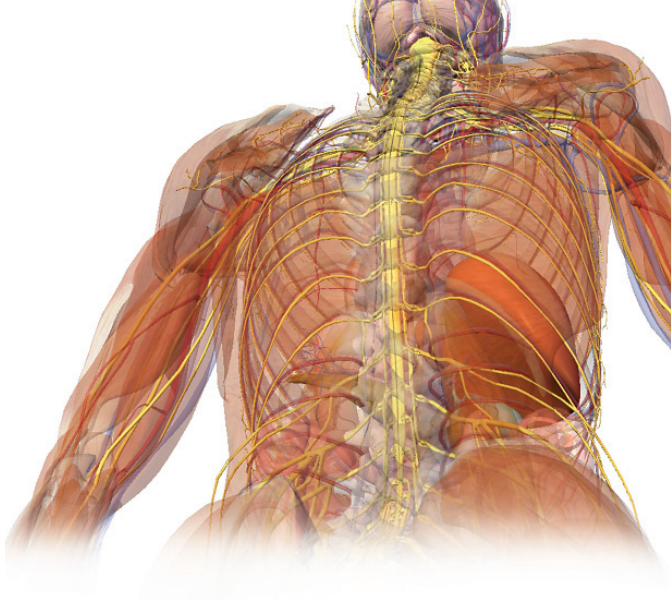
VISIBLE BODY™



Press Release
NEWTON, MA—(Marketwire - November 18, 2008)

The Visible Body, the First Comprehensive 3D Human Anatomy Visualization and Learning Tool, Now Cross-Platform and Cross-Browser

Free, Web-Based Interactive Model Offering Unparalleled Understanding of the Human Body Now Available for Mac OS X, Firefox, and Safari

News Facts:

Argosy Publishing, an award-winning interactive visual content developer, today announced that the Visible Body™ (www.visiblebody.com)—the first free, Web-based 3D interactive model of the human body—is available now for the first time on Mac®. The Visible Body can now also be accessed using Firefox® and Safari®, in addition to Internet Explorer®.

Mac, Firefox, and Safari users can now benefit from this next-generation, professional-grade platform that allows users to visualize and explore the human body.

"We're delighted that we can now offer educators, students, medical professionals, and many others who use Mac computers, and Firefox or Safari browsers, the ability to visualize the human body in this unique and powerful way," said Andrew Bowditch, President and CEO of Argosy Publishing.

The new release was made possible with the use of the Unity 3D multiplatform game development engine. "We're thrilled that the Visible Body is based on the Unity game engine," said David Helgason, CEO of Unity Technologies. "Utilizing the power and flexibility of Unity, the Visible Body gives its users a truly immersive 3D experience of the human body online."

The Visible Body is free and accessible to anyone with an Internet connection. The Visible Body continues to be available on Windows using Internet Explorer and now Firefox and Safari.

Developed by a team with decades of experience in medical illustration and biomedical visualization, the Visible Body features over 1,700 anatomical structures, including all major organs and systems.

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

About Argosy Publishing

Founded in 1990, Argosy Publishing is an award-winning interactive visual content developer whose clients include many of the world's top healthcare and educational publishing companies. Argosy's electronic and print content educates and informs tens of millions of people on thousands of different topics. For more information, visit www.argosypublishing.com.

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