

Henry Schein, Inc. Announces Strategic Partnership With Medical Directory and Internet Publisher

June 30, 1999

New Website, doctorswhoswho.com, to Offer Consumers Healthcare Information, and Provide Doctors With A New Marketing Vehicle

MELVILLE, N.Y., June 30 /PRNewswire/ -- Henry Schein, Inc. (Nasdaq: HSI) announced today that it has entered into a strategic partnership with Doctors Who's Who, Inc., a comprehensive publishing, communication and Internet company, that will offer consumers the latest medical and health information through a new Internet site, doctorswhoswho.com, and an annual medical directory.

By visiting doctorswhoswho.com, or browsing the new printed directory, which will be offered free of charge, consumers can locate their physician of choice and access other medical and health resources and services. This uniquely combined print/Internet concept will also offer doctors the ability to effectively market their practices.

"We are very excited about our partnership with Doctors Who's Who and the opportunity to offer Henry Schein customers the value-added service of a new marketing program for the 21st Century," said Stanley Bergman, Chairman, Chief Executive Officer and President of Henry Schein. "Physicians will be able to profile themselves and their practice philosophies in a professionally designed directory, and have their own web page on a comprehensive medical website."

Henry Schein, one of the world's largest distributors of healthcare products to office-based physicians, will market the new product to its worldwide customer base of over 300,000 practitioners through its 1,100 field sales consultants and 700 telesales representatives.

Bruce Haber, President of Henry Schein's Medical Group and Executive Vice President of Henry Schein, Inc., will serve on the Doctors Who's Who Board of Directors. "Serving on the Board of both companies places me in the unique position of ensuring that the two organizations work together to provide maximum value to our customers," said Haber. "Helping our customers market their practice will make them more profitable and the industry more competitive."

Dr. Stanley Frank, Ed.D. Chairman and CEO of Doctors Who's Who, stated "We are extremely pleased to be teamed with a premier marketing company such as Henry Schein. This partnership will allow us to get the word out to physicians that they can now make their practice come alive with their personal profile on the web and in the Doctors Who's Who widely distributed localized directory," said Dr. Frank.

"As one of the pioneers of the multimedia industry, I recognize the importance of combining the power and access of the Internet with a print medical reference directory," continued Dr. Frank. "Together, this media package provides a comprehensive medical information access system for the consumer and an exciting new program for physicians to market their practice by becoming part of one of the most comprehensive medical and health information sites on the Internet."

Dr. Frank is former President of CBS Publishing, Executive Vice President at Encyclopedia Britannica and chairman and CEO of Compton's New Media.

Doctors Who's Who has completed its first round of financing and plans to launch its marketing program in September 1999. The Company has headquarters at 4800 North Federal Highway, Suite 200-A in Boca Raton, Florida. For more information, call 888-8DOCTOR or 561-750-3750, or E-Mail to Infodoctorswhoswho.com.

SOURCE: Henry Schein, Inc.