SHARECARE AND CLIPIX LAUNCH TOOLS TO HELP USERS DISCOVER, SAVE AND ORGANIZE PERSONALLY RELEVANT HEALTH & WELLNESS CONTENT

Dr. Oz and Sharecare use Clipix to give people the ultimate jumpstart on building their own health reference libraries

July 31, 2013 – Sharecare, a one-of-a-kind online health and wellness community that helps people engage with the most qualified resources and programs they need to improve their health, is making it even easier for users to discover personally relevant content by integrating Clipix, a tool that lets you privately save and organize anything you see online into one central place.

Utilizing Clipix technology, Dr. Mehmet Oz and thousands of Sharecare experts curated and organized the best health content on the web onto "clipboards" across a variety of topics – giving people the ultimate jumpstart on building their own reference libraries across health topics important to them. Sharecare recommends specific clipboards for people to follow based on their personal health needs and interests identified in the RealAge® Test, Sharecare's science-based measurement of your body's *actual* health age.

"The overwhelming amount of health and wellness content on the web makes it difficult for people to find information they really need," said Jeff Arnold, chairman and CEO of Sharecare. "At Sharecare, we're bringing order to that chaos and helping people take a more active role in bettering their personal health and wellness. Our curated clipboards powered by Clipix are the latest tools people can use to get healthier with Sharecare."

Sharecare users can privately manage the content on clipboards they follow to best suit their personal reference needs. They also can create their own clipboards with content from anywhere on the web simply by adding the "Clip" button to the bookmarks bar on their web browser.

The most popular clipboards curated by Dr. Oz and Sharecare experts also are available on Clipix.com in the Health and Wellness section, and on Dr. Oz's official Clipix page.

"It's often difficult to keep track of great content you discover on the web," said Oded Berkowitz, founder and CEO of Clipix. "Whether it's videos of favorite fitness tips and workouts, blog posts detailing healthy barbecue recipes, lists of the best yoga gear, or tools related to a specific health condition, Clipix makes it that much easier for people to organize and easily refer back to their favorite content."

For more information about Clipix on Sharecare, visit www.sharecare.com/clipix.

About Sharecare
Sharecare is the leading online health and wellness engagement platform providing millions of health-conscious consumers with a personal, results-oriented experience by connecting them to the most qualified health resources and programs they need to improve their health. Sharecare's one-of-a-kind experience includes the popular, scientifically-based health risk assessment, the RealAge® Test, taken by more than 30 million people since its inception in 1998, and a unique, social Q&A format that provides the collective wisdom of thousands of validated health and wellness experts to greatly simplify the search for health information. Created by Jeff Arnold and Dr. Mehmet Oz in partnership with Harpo Productions, Sony Pictures Television and Discovery Communications, Sharecare allows people to ask, learn and act upon questions of health and wellness, creating an active community where knowledge is shared and put into practice—simply said, sharing care. Launched in 2010, Sharecare is based in Atlanta, GA.

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About Clipix
Clipix is your one place to save what's important, online and offline. Clip anything you care about to private clipboards or share your clips with the world. Clip websites, articles, shopping items, videos, documents, emails and just about anything you want easy access to–from anywhere. Organize your clipboards into multiboards and collaborate with friends and family using our Syncboards. Available in 12 different languages, Clipix is an incredibly useful tool that is changing the way we organize our lives. Launched in 2012, Clipix is based in Fort Lee, NJ.

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