



THE 47th ANNUAL PUBLIC & COMMUNITY SERVICE

EMMY[®] AWARDS ANNOUNCED BY

THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

Academy honors Mount Sinai Medical Center with Humanitarian Award

**U.S. Preventive Medicine[®] Awards Inaugural Global Prevention Prize to
Dr. Valentin Fuster of Mount Sinai Heart**

New York, NY – November 7, 2008 – The National Academy of Television Arts & Sciences (NATAS) announced the winners of this year's Public and Community Service Emmy[®] Awards held at a luncheon ceremony on Friday, November 7, 2008 at the Rainbow Room, 30 Rockefeller Center in New York City.

The awards honor television professionals and non-profit groups for programming that advances the common good. "Our Public and Community Service Emmy Awards ceremony honors those in the television industry who have dedicated their time and expertise to community service," said **Peter Price, CEO and President of NATAS.**

This year's Humanitarian Award was given to Mount Sinai Medical Center for its devotion to superior, compassionate medical care and research. The Award was presented by **Earvin "Magic" Johnson to Kenneth L. Davis, MD, President and CEO, The Mount Sinai Medical Center.** "The elaboration of the human genome, and factors that control the expression and modulation of genes and their products, have created a revolution in biology that is equivalent to the revolution in physics that occurred in the early years of the 20th century," said Davis. "Those of us on the leading edge of research in the life sciences, especially at academic medical institutions, see these extraordinary opportunities every day. I am very proud that Mount Sinai will be able to deliver on these opportunities, as we have in the past, and I am grateful to the National Academy of Television Arts and Sciences for honoring our achievements."

In addition to the luncheon, a series of healthcare seminars with industry-leading physicians from Mt. Sinai and other medical institutions discussing the state of healthcare in America was held that included former Wisconsin Governor and Health and Human Services Secretary Tommy Thompson as one of the many panelists.

U.S. Preventive Medicine[®], sponsor of the healthcare seminars, presented Dr. Valentin Fuster, director of Mount Sinai Heart, with its first-ever Global Prevention Prize. "I am honored to receive the Global Prevention Prize and grateful to U.S. Preventive Medicine for such recognition," stated Dr. Fuster. "Mount Sinai Heart's efforts are broad and deep. Our laboratories and clinical facilities are

bustling with investigation, patient evaluation, and treatments that bring patients the best modern science offers in the area of cardiac care.” **The Prize was presented to Dr. Fuster by veteran television journalist, Charlie Rose, during the ceremony.** The Global Prevention Prize was created by U.S. Preventive Medicine to recognize and honor an individual who has demonstrated an ongoing commitment to prevention and its role in helping America and the world overcome paramount health care concerns.

The winners of this year’s Public and Community Service Emmy® Awards, tabulated by the independent accountancy firm Lutz and Carr, LLP, follow:

Local Public Service Announcement Emmy Award:

“Now is the Time to Serve: Support/Befriend/Remember”

- US Family Health Plan & The National Military Family Association

National Public Service Announcement Emmy Award:

“Get Tested”

- The Kaiser Family Foundation/HBO/NBA/Global Business Coalition

Community Service Campaign Emmy Award:

“Think MTV”

- think.mtv.com

About the National Academy of Television Arts & Sciences

The National Television Academy is a professional service organization dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry. It recognizes excellence in television with the coveted **Emmy Award for News & Documentary, Sports, Daytime Entertainment, Creative Arts & Entertainment, Humanitarian, Public & Community Service, Technology & Engineering and Business & Financial Reporting.** Regional Emmys are given in 19 regions across the United States. Beyond awards, the National Television Academy has extensive educational programs including National Student Television and its Student Award for Excellence for outstanding journalistic work by high school students, as well as scholarships, publications, and major activities for both industry professionals and the viewing public. For more information, please visit the website at www.emmyonline.tv.

About U.S. Preventive Medicine

U.S. Preventive Medicine®, a privately-owned global prevention services company with clients nationwide and the United Kingdom, provides primary, secondary and tertiary clinical prevention services to government, employers and consumers that are data-driven and outcomes-oriented. Company products include the world’s first preventive health benefit, The Prevention Plan™, available to buy or test drive at www.USPreventiveMedicine.com and www.ThePreventionPlan.com