



AMERICA'S COSMETIC DOCTORS & DENTISTS (2nd ED.)

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Castle Connolly's ***America's Cosmetic Doctors & Dentists*** (2nd ed.) is designed to assist consumers in selecting qualified physicians and dentists when considering medical and dental cosmetic treatments and procedures. User-friendly chapters describe the most common cosmetic procedures consumers are having done, with explanations of the procedures, before – and-after photos and information about what to expect pre and post your procedure. Profiles of more than 6,000 doctors – plastic surgeons, dermatologists, otolaryngologists, ophthalmologists, oral/ maxillofacial surgeons - and dentists, specially trained in cosmetic procedures, will be available via an included CD-ROM that takes the viewer to a restricted-access online database where the doctors' and dentists' profiles can be viewed.

Castle Connolly Medical Ltd. is the research and information company nationally recognized for ***America's Top Doctors***, a user friendly guide that profiles more than 5,000 top referral specialists throughout the United States, and for its ***Top Doctors*** series of regional guides to finding the best healthcare. Online at www.CastleConnolly.com, focused healthcare consumers can find information and features on the best doctors and hospitals in these regions and other health related guidance for consumers. Castle Connolly also offers information on quality healthcare choices at other websites through Internet partnerships and alliances.

A comprehensive review of the training and credentials of those physicians considered for inclusion in any of its guides is conducted by the Castle Connolly physician-led research team. Castle Connolly guides are not "Who's Who" books. The guides are consumer reference books that are reasonably priced and available at bookstores, through Internet booksellers and on the Castle Connolly website. Castle Connolly guides are respected and heavily utilized not only by consumers, 99% of whom state they trust the guides as a source of healthcare information, but also by doctors themselves. Over 70% of doctors listed in the New York Guide report receiving new patients as a direct result of their inclusion; on average, nine new patients in one year. The Guide also is used by 35% of listed physicians to make referrals. Physicians and their affiliated hospitals value inclusion in the Castle Connolly guides because of the trust and confidence placed in the guides by consumers.

John K. Castle and Dr. John J. Connolly founded Castle Connolly in 1991. Both are deeply involved in a variety of healthcare activities on local and national levels. John Castle served as Chairman of the Board of New York Medical College for eleven years, as a public commissioner of the Joint Commission on the Accreditation of Healthcare Organizations for five years, and on the Board of Trustees of five hospitals. John Connolly, Ed.D. served for more than ten years as President and CEO of New York Medical College, and has been a trustee of two New York area hospitals and Chairman of the Board of one. He is a member of the President's Council of the United Hospital Fund and a Fellow of the New York Academy of Medicine. Dr. Connolly is a frequent guest on national and local radio and television talk shows and writes a nationally syndicated column, *The Healthcare Advocate*.

Castle Connolly also has collaborative relationships for top doctors' feature articles with such national magazines such as *Good Housekeeping*, *Ladies Home Journal*, *Redbook* and *Town & Country*, and with leading regional magazines such as *New York*, *Chicago*, *Philadelphia*, *Atlanta*, *Palm Springs Life*, *Pittsburgh*, *Memphis*, *Sarasota*, *Westchester*, *GulfShore Life*, *Northern Ohio Live*, and many others.