



Dear Physician,

We would like to introduce you to Pediatric Web. Pediatric Web is a network of pediatric and family practice offices that are collaborating to provide your patients with medical and family-friendly information. A dynamic, online extension of the physician's office, Pediatric Web is designed to inform parents in your practice about their child's health care issues.

What Pediatric Web Offers

Pediatric Web contains over 100 articles on medical conditions — updated on an annual basis — from the leading authorities who care for children. In addition to medical conditions, Pediatric Web offers advice to parents on:

- Newborns
- Special Needs
- Teens
- Development
- Behavior
- Nutrition

Much More Than A Health Web Site — A Family Portal

In addition to pediatric content, Pediatric Web is a family portal, where parents can access information about parenting tips and quick-meal recipes. The typical material found on a portal site — weather forecasts, financial information, and online shopping — is also available. Most importantly, Pediatric Web will eventually include a family-friendly search engine that filters out 95 percent of obscene content.

Helping Children's Charities

Pediatricians and family physicians have always been the leaders in advocacy for children. Now, Pediatric Web continues that tradition by helping children's health groups. When items are purchased from one of the affiliated merchants who advertise on Pediatric Web, money will be raised for children's charities. Well-respected, non-profit organizations for children's health have been chosen to benefit from the proceeds.

Log On To www.pediatricweb.com

We encourage you to check out Pediatric Web for yourself. Log on to www.pediatricweb.com to view a sample Web site. You will also have the option of registering online, with details on setting up your own Web site and becoming part of our network.

Thank you for your interest in Pediatric Web. We hope that you will choose to join us in support of children's health care.

Sincerely,

Daniel J. Feiten, M.D.