



Press Release

Il Sole 24 ORE presents “Salute24.it”: the new portal on medical information, online on www.salute24.it

Milan, 7 October 2008 - **IlSole24ORE.com**, in collaboration with **Noemata**, presents **www.salute24.it**, the new portal on **medical information** for all those interested in issues regarding health from a **medical, scientific, economic, ethical and social** perspective. A lean, innovative and continually-updated website.

Nutrition, well-being and cosmetics, parents and children, life sciences: these are just some of the **25 sub-sections** featured on the website. In-depth analysis, focus, scientific research, new therapies, techniques and patents. And a keen eye on **old age and disability problems**, on **research** and the new frontiers of **biotechnologies**, with particular attention to the **economic issues related to the world of health**.

The portal also hosts a **multimedia section** packed with **images, videos and interviews with the pundits**, so web surfers can get acquainted with the world of health through a simple and independent language. Moreover, a **bioethics glossary** will help users get to grips with the topical issues. **An important feature will be web 2.0**, since it gives users the chance to vote the articles, post remarks, open discussions and exchange views on specific topics.

Salute24.it will devote special attention to **service information** with the “**Useful links**” section, allowing users to **seek local health agencies, hospitals and chemist’s shops**. Users can also **consult the list of medical exemption forms** and the **databases of pharmaceutical and biotechnology companies** operating across Italy.

“**SalutEconomia**” is the section featuring stock market indexes and shares of the abovementioned companies.

Salute24.it will work side by side with the editorial staffs of daily **Il Sole 24 ORE**, of weekly **Il Sole 24 ORE Sanità** and with “**Essere e Benessere**”, the **Radio 24** programme broadcast from Monday to Friday at 11 AM.

Vouching for the authoritativeness and reliability of the **Salute24.it** portal’s contents is a **distinguished panel of experts** formed by managers, physicians, grassroots people and representatives of voluntary associations such as: **Enrica Giorgetti**, Director-General Farindustria, **Francesca Merzagora**, Onda Osservatorio, **Ermanno Leo**, Oncological Surgeon at Istituto Nazionale dei Tumori and President Areco Onlus, **Riccardo Palmisano**, Vice President & General Manager Genzyme, and **Don Vinicio Albanesi** from Comunità Capodarco.

The editorial staff of the **www.salute24.it** portal is headed by journalist **Salvatore Patriarca**, assisted by scientific coordinator **Giacomo Luccichenti**, neuro-radiologist at IRCCS Fondazione Santa Lucia in Rome.

For information:

Ginevra Cozzi, Press Office Il Sole 24 ORE

Tel. 02/3022.1