

Neusoft Xikang Partners with Dr. Mehmet Oz for Collaborative Innovations to Build Global Health Community

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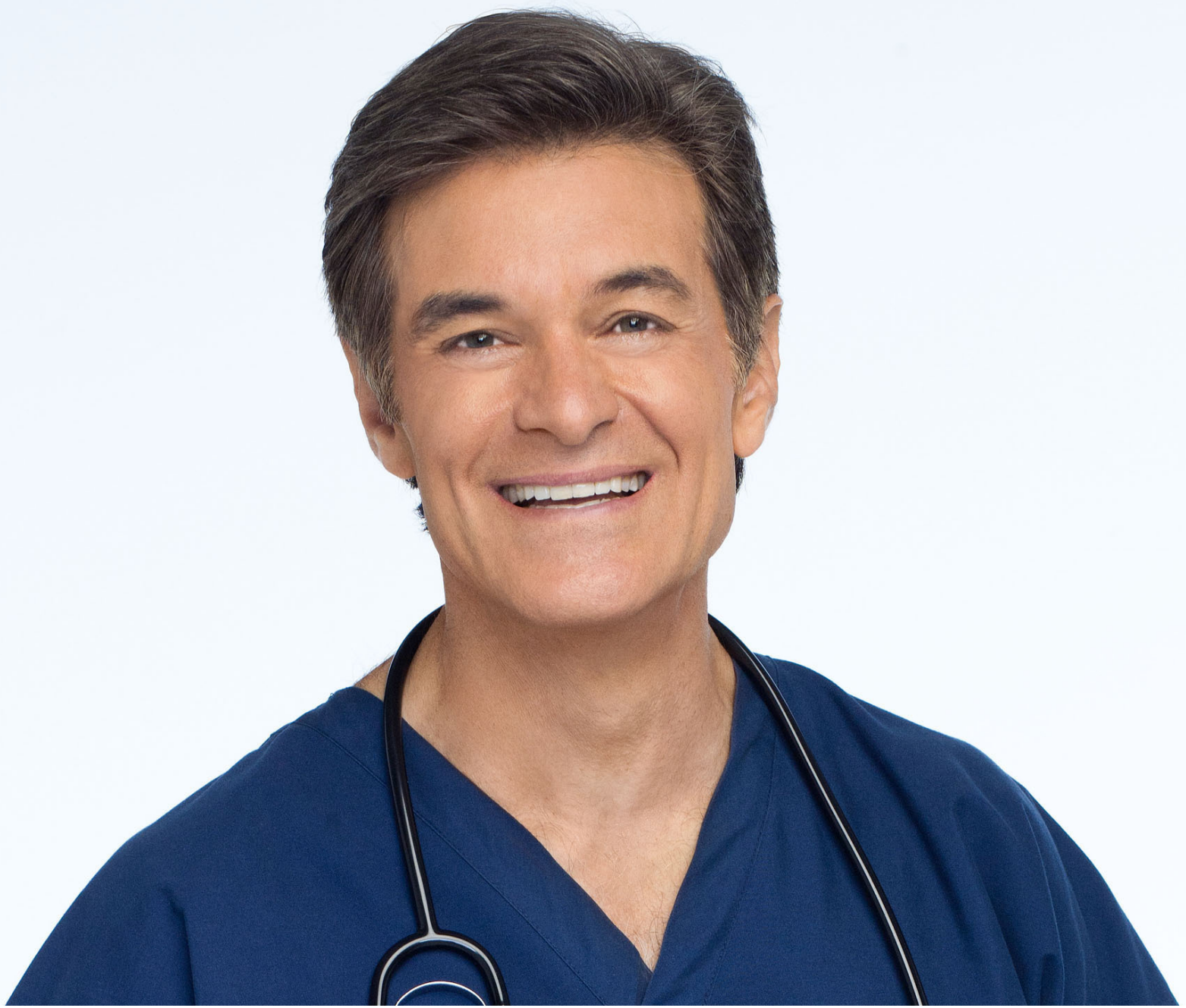
Neusoft Corporation →

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SHENYANG, China, June 7, 2013 /PRNewswire/ -- Neusoft Corporation ("Neusoft", SSE: 600718), a leading IT solution and service provider in China, recently announced that its subsidiary, Neusoft Xikang Healthcare Technology Co., Ltd. ("Neusoft Xikang"), partnered with Oz Media, Dr. Mehmet Oz's holding company for collaborative innovations, to build a cross-national health community. As Vice-Chair and Professor of Surgery at New York Presbyterian/ Columbia University and the host of The *Dr. Oz Show*, Dr. Oz will bring his extensive resources of health management methods, knowledge, books and videos into Neusoft Xikang platform and this partnership will significantly drive the development of health management theories and methodologies in China to reach the international level, and promote the exchanges and cooperation between China and the United States in the field of health management, chronic disease prevention and health education.

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Dr. Oz, is a renowned expert in the field of heart surgery in the United States. He has been focusing on the research and practice of cardiovascular disease and health management. In addition, he has been actively promoting uplifting health insights through books, articles, radio, and TV programs, which made him an influential thought leader on healthcare in the United States and throughout the world. He is the two-time Daytime Emmy® Award-winning host of the two-time Daytime Emmy® Award-winning *The Dr. Oz Show*, which is broadcast in 118 countries and highly favored by millions of audiences worldwide. He has authored over 400 original publications, book chapters, and medical textbooks, as well as 7 New York Times best-selling books from the "YOU: the Owner's Manual" series.

According to the partnership, Dr. Oz will serve as Neusoft Xikang's Chief Healthcare Advisor, contributing to the company's strategy and business development planning. He will provide professional healthcare knowledge and methods to China market through Neusoft Xikang's channels and resources, and Neusoft Xikang will integrate Dr. Oz's advanced healthcare methods and practices, especially in health education and communication, with its Xikang Cloud Platform, to accelerate the development of health management in China and create an O2O model global health community that can provide consumers with real time personal health data analysis, assessment, and advanced health management solutions.

"We cannot have a wealthy society without being a healthy society, yet many people do not know how to take good care of their own bodies, how to change bad habits, and how to live a longer and healthier life," Dr. Oz said, "People throughout the world face increasingly similar health challenges caused by our modern lifestyle. I have had a long interest in China's traditional medicine, which contains many profound theories on chronic diseases and enlightments for healthier living. I'm very pleased to visit China and join hands with Neusoft Xikang to integrate American health management practice with Chinese medical practices and innovative healthcare technology. I believe this partnership will spur new dynamism for the existing healthcare ecosystem, and significantly promote the development of novel health management approaches in China. Using our TV shows, books and many other media assets, we want to celebrate people as they enjoy the benefits of healthier lives. Sharing this wisdom with the Chinese public will bring joy to our new audience and our team. We believe that the Xikang team offers a novel vision for the future of healthcare and we are honored to be included on this voyage."

Dr. Liu Jiren, Chairman & CEO of Neusoft Corporation, said, "Dr. Oz is a professional, wise healthcare expert and an energetic, influential thought leader in this area. He is very good at communicating advanced and complex healthcare science and methodologies in an easy-to-understand, humorous manner. This partnership between Dr. Oz and Neusoft marks a perfect combination of leading health management methodologies and innovative technology platform, which will also enhance the exchanges between developed countries and emerging countries in the field of health management. Looking into the future, we will join efforts to create a global health community to provide comprehensive health services for Chinese people and promote collaborative innovations in the global healthcare industry."

About Dr. Mehmet Oz

Dr. Oz, two-time Daytime Emmy® Award-winning host of the two-time Daytime Emmy® Award-winning *The Dr. Oz Show*, is Vice-Chair and Professor of Surgery at Columbia University. He directs the Cardiovascular Institute and Complementary Medicine Program at New York Presbyterian Hospital. His research interests include heart replacement surgery, minimally invasive cardiac surgery, complementary medicine and healthcare policy. He has received several patents, and performs more than 100 heart surgeries per year. He has been a regular columnist in *O, the Oprah Magazine*, *Time*, *Goodhousekeeping* and *Esquire*.

Remarkably, Dr. Oz was named Forbes' #3 most influential celebrity (2010-2011), has been honored as one of *Time* magazine's 100 Most Influential People (2008), *Esquire* magazine's 75 Most Influential People of the 21st Century, and a Global Leader of Tomorrow by the World Economic Forum (1999-2004). He has also won the prestigious Gross Surgical Research Scholarship, received an honorary doctorate from Istanbul University and was voted a "Doctor of the Year" by *Hippocrates* magazine.

(Photo: <http://photos.prnewswire.com/prnh/20130607/CN28178>)

About Neusoft Xikang Healthcare Technology Co., Ltd.



Neusoft Xikang Healthcare Technology Co., Ltd. is a subsidiary of Neusoft Corporation mainly engaged in technology development, transfer, consulting and service for computer hardware and electronic products.

Xikang, as a landmark brand for Neusoft in health management area, provides individuals and families with full-life-cycle healthcare platform by integrating health Internet of Things and health cloud platforms with premium medical resources as well as regional medical centers and community medical institutions. The Xikang healthcare platform is innovatively equipped with all-in-one health data monitoring equipment to provide affordable, efficient and convenient healthcare service for individuals and families. Besides, the platform is missioned to become a leading online healthcare platform for hospitals and public health administrative authorities to promote the on-going healthcare reform of China.

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