

Acupuncture Today Now Syndicated Across the Internet

Editorial Staff

Articles published in *Acupuncture Today* are now available for syndication on hundreds of thousands of websites across the Internet. Through an agreement with iSyndicate.com, AT's articles are being offered to more than 280,000 affiliates worldwide.

The articles are divided into three categories:

- consumer news
- industry news
- provider information

This categorization allows *Acupuncture Today's* articles to educate consumers and keep the health care industry aware of the most recent developments in the acupuncture and Oriental medicine profession. Depending on the syndication agreement, for example, links for consumer news on participating affiliate websites will bring readers to acupuncturedtoday.com to read the article online. Once there, they will have access to numerous other acupuncture and Oriental medicine resources, including the site's "All About Acupuncture" section and Open Discussion Forum.

iSyndicate is a leading provider of content syndication services and applications, distributing a broad selection of written, graphical, audio and video content from sources like *AT*, to a vast and diverse network of websites. iSyndicate offers one of the largest selections of syndicated content available, including a catalog of wireless content, from over 1,200 leading brands and niche providers around the globe. Most recently, iSyndicate has released its "Intelligent Syndication Network," "Private Syndication Network" and "Complete End-to-End Content Infrastructure Solutions."

Acupuncture Today joins a prestigious list of content providers on iSyndicate, including such high-profile sources as: ABCNews.com; the Associated Press; *Billboard*; *Business Week*; CBS MarketWatch; CNBC.com; CNN/Sports Illustrated; Entertainment Weekly; Financial Times; FOXNEWS.com; Internet Wire; Knight Ridder/Tribune Business News; *Nightly Business Report*; *Red Herring*; RollingStone.com; *The New York Times*; *Time*; United Press International, and U.S. News Online.

AT's articles are provided to iSyndicate through our publisher, MPA Media. Look for additional announcements in upcoming issues reporting on which websites will be publishing AT's news and information.

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