

**For Immediate Release**

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## **Treatment Online Completes \$750,000 Private Placement**

*New On-line Behavioral Health Provider to Establish Operations Center in Cleveland Area*

**Cleveland, OH** – January 14, 2008 – Treatment Online, a provider of web-based behavioral healthcare based in New York City, today announced completion of a \$750,000 private equity round of financing. The funds will enable the company to expand its core staff and launch an enhanced version of its award-winning website, [www.treatmentonline.com](http://www.treatmentonline.com). The company plans to establish an operations center in the Cleveland area in the first half of 2008.

Treatment Online (TOL) provides comprehensive behavioral health services for just pennies a day through a network of qualified mental health professionals in independent practice. It combines a rich choice of self-help resources with real-time online consultation with a professional therapist, resulting in customized care for each participant.

"The success of this initial round of financing was an important validation of our business strategy," said Dr. William Hapworth, Chairman and Founder of Treatment Online. "By harnessing the power of the Internet, we can now provide state-of-the-art mental health treatment to millions of Americans who are stigmatized about seeking help for behavioral problems like depression, stress and anxiety. Too many patients wait years before they seek therapy for some pretty serious problems – with the attendant impact on their productivity and quality of life."

The majority of investors in Treatment Online are from northern Ohio. TOL has been working with Cleveland-based BioEnterprise to facilitate its move into the region. The company's Chief Operating Officer, James Piper, lives in Hudson, Ohio. He brings 20 years of experience in the managed care and insurance industry to Treatment Online. TOL will be establishing an operations center later this year in the Cleveland area.

Dr. John Hughes-Darsee, a member of the Board of Directors of Treatment Online and one of the founders of the physician services branch of Healtheon (which later became WebMD) is bullish on the potential of this new channel for behavioral healthcare. "Eighty percent of adult Internet users – over 115 million people – use the Web as their preferred provider for health and medical information," Dr. Hughes-Darsee said. "Treatment Online is well positioned to provide quality treatment for millions of Americans who have been unwilling or unable to benefit from traditional, face-to-face therapy."