

PRESS RELEASE

FOR IMMEDIATE RELEASE

Europe, 5th August – The *European Medical Journal* is proud to announce the upcoming launch of its new iPad app, soon to be available free-of-charge to download from the App Store.

Due for release on 8th August 2013, the app will allow doctors to easily navigate any of the journals, enabling them to 'favourite' specific articles dedicated to their particular speciality, easily access recently viewed manuscripts and download all content at their own convenience. Previews of future editions, accompanied by release dates, will also be available.

European Medical Journal Director, Spencer Gore, said: "At the *European Medical Journal*, we are working incredibly hard to make our content available to even the busiest of doctors.

"The new app is just one of the many ways that they can now keep in touch with the latest developments, and gives us a platform, moving forward, to help with the unmet educational needs of the physician. This is the latest in a series of exciting new ventures we are currently working on."

With a new website design soon to follow, the app – developed in partnership with Tip Medical Communications, Inc. – is yet another step in a long line of rapid growth recently enjoyed by the publication, after the journal unveiled a revamped house design earlier this month, along with a daily newsletter due to launch later this month. Ira Flood, Managing Director at Tip Medical Communications, Inc. commented: "TIP is very excited about the opportunity to partner with EMJ in developing this unique application and helping to reach HCP's with a mobile experience."

For editorial queries, please contact Kelly-Ann Lazarus, Editor at *European Medical Journal*, on +44 (0)1245 334452 or at: kelly-ann.lazarus@emjreviews.com

To discuss commercial opportunities, please contact Spencer Gore, Director at *European Medical Journal*, on +44 (0) 1245 334460 or at: spencer@emjreviews.com

END

NOTES TO EDITOR

About the *European Medical Journal*

The *European Medical Journal* is a specialist publisher who combines leading editorial from key opinion leaders, with concise news coverage from leading industry congresses therefore delivering world-class insights to the key developments and advancements within clinical and pharmaceutical areas.

The journal is committed to advancing education, up-to-date knowledge and worldwide research, whilst aiming to publish quality, peer reviewed and fully indexed journals. Their unrivalled collaborations with eminent, independent industry bodies create a dynamic tool which assists physicians, clinicians and leading industry professionals to continuously develop their effectiveness and productivity.

For further information, please visit: www.emjreviews.com

About TIP Medical

TIP Medical Communications, Inc. is a strategic medical communications agency dedicated to providing pharmaceutical, biotech, and medical device clients with cutting-edge technology solutions. TIP has expertise in creating unique mobile, tablet, and desktop programs that are exciting, educational, and memorable experiences in an efficient and cost effective manner.

Contact: Ira Flood, TIP Medical Communications, Inc., 866-711-7185, ira@tipmedcom.com

For further information please visit: www.tipmedcom.com