

O2 Media's Hit Morning TV Show "The Balancing Act" Welcomes Jonathan and Pamela Marquess, Health Mart Pharmacy Owners, to the Program!

(Pompano Beach, FL – September 2010) Have you ever tried to ask your bank teller for investment advice? Or the gas station attendant how to re-build a carburetor? Chances are you won't get the answers you're looking for, simply because these people are not trained to give them. One person who is qualified in their field but rarely utilized, however, is your local pharmacist. Tune in to The Balancing Act September 27th at 7:00 am (ET/PT) on Lifetime Television to hear Jonathan and Pamela Marquess, Health Mart® Pharmacy owners, talk about the role pharmacists play in patient health and wellness.

Many people are not aware that pharmacists are highly trained experts and can provide a wide range of information and services to the customer. Pharmacists can answer drug safety questions, explain insurance coverage, and help customers spend less by offering generic medications and prescription discount cards. They can also answer questions about disease prevention, diet, exercise, or other healthcare related issues.

"Many stores elevate their pharmacy area and separate pharmacists from patients with a tall wall," Mr. Marquess says. "Health Mart® puts their pharmacists out in the open, making them more accessible and able to give customers the service they deserve. The Balancing Act is a great opportunity to encourage viewers to take advantage of one of the most under-utilized healthcare resources in America – pharmacists!"

Health Mart® pharmacies are independently owned and strive to establish personal relationships with their customers to help them make better healthcare decisions.

"Having Jonathan and Pamela Marquess on 'The Balancing Act' has brought yet another great solution to women, one that will have a real impact, and help them balance their lives. This is the essence of solutions-based programming, and we are proud that we could bring this information to our viewers" says Doug Campbell, Founder and Executive VP of Programming for The Balancing Act.

For more information, or to find a Health Mart® in your area, go to www.healthmart.com.

About The Balancing Act: The TV show airs on Lifetime Television at 7:00am (ET/PT) - and is America's premier morning show that's about women, for women, and trusted by women. Celebrating life and all there is to accomplish, The Balancing Act inspires and empowers with entertaining and educational segments, placing women in the best position to achieve success in every area of their lives. For information or to view a show, visit www.TheBalancingAct.com. For the show's newsletter go to www.thebalancingact.com/join.php. For more details about The Balancing Act, LLC please visit parent company O2 Media Inc. at www.o2mediainc.com. For Media-Marketing Relations, contact Limor Windt, limor@o2mediainc.com, (954) 691-1102.

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