

- Embargoed Until Thursday, December 11 at 9:00 a.m. ET -



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ZOCDOC WINS FORBES.COM'S "BOOST YOUR BUSINESS" CONTEST

Leading Healthcare Technology Company Awarded \$100,000 Grand Prize

NEW YORK, NY (December 11, 2008) – Today Forbes.com, home page for the world's business leaders, announced that [ZocDoc](#), based in New York City, is the grand-prize winner of the "Boost Your Business" contest, sponsored by HP. ZocDoc, the service to find and book doctor appointments online, received the grand prize of \$100,000 during a reception at The Forbes Galleries in New York City.

Accepting the award for ZocDoc, CEO & Founder Cyrus Massoumi said: "Our goal has always been to simply improve healthcare in America. We are grateful to Forbes.com and HP for their confidence in our business and their support of our mission. This prize will help us begin expanding ZocDoc across the country."

ZocDoc was founded in April 2007 by Founders Cyrus Massoumi, Oliver Kharraz, MD and Nick Ganju, and currently serves the New York area. An innovation in healthcare technology, ZocDoc is a free website that allows people to search by their location and insurance to find a dentist or doctor, and book appointments instantly online. The company's investors include some of the biggest names in technology: Khosla Ventures, Marc Benioff (Founder & CEO of Salesforce.com) and Jeff Bezos (Founder & CEO of Amazon) who invested via his personal investment company, Bezos Expeditions.

ZocDoc was among the nearly 1,500 entrants in the second annual contest. In the first phase of the competition, the small business owners submitted 500-word business plans; 20 semi-finalists survived. Forbes.com users had the opportunity to review the plans and a self-recorded 30-second "elevator pitch" video before voting for their top five.

The five finalists were flown to New York City to give live presentations to an expert panel of judges. Presentations were videotaped and posted on Forbes.com for further reader voting. All finalists, including the winner, will receive HP products. The runners-up are:

- Honeywear, Inc. (Alexander, NC) – Kristin Keliher
- Solo Health (Atlanta, GA) – Bart Foster
- Targeted Technology Solutions, LLC (Chicago, IL) – Elizabeth Tarpley
- Vetrazzo, LLC (Richmond, CA) – James Sheppard

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"Our 2008 Boost Your Business contest attracted so many compelling entrepreneurs," said Brett Nelson, Forbes.com Entrepreneurs Editor. "Congratulations to all of the contestants, especially those that competed in the grueling final round. We wish all of them the best in these challenging times."

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About ZocDoc, Inc.

ZocDoc was created to improve healthcare in America. For patients, ZocDoc is a personal Web service that helps them find and book doctor and dentist appointments instantly, 24/7. For doctors, ZocDoc is an innovative channel to help them easily reach prospective patients and maximize the efficiency of their practices by filling open appointments. ZocDoc currently serves 60,000 patients per month in New York, and offers an average of 4,000 appointments per day. For more information, visit www.zocdoc.com.