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News Release

Intel Capital and Catalyst Invest in Minha Vida, largest health and wellness portal in Brazil

São Paulo, April 9, 2012 - Intel Capital, Intel's global investment and M&A organization, and Catalyst, an investment fund created by Endeavor to support companies in its portfolio, have announced an investment in the Minha Vida ("My Life") health and wellness portal. Founded in 2004 by experienced Brazilian Internet entrepreneurs, Minha Vida is currently the biggest health and wellness portal in Brazil, attracting over eight million unique visitors per month and over 14 million registered users.

With over 10,000 articles, videos, evaluations and picture galleries created by an internal editorial team and the over 200 health professionals that contribute to the site, Minha Vida is the health channel for the top Internet portals in Brazil, including MSN, Yahoo, Terra, UOL and R7. Minha Vida currently reaches 69% of the growing health and well-being market on the Internet. This year, Minha Vida is also translating the most prominent health libraries in the world, such as ADAM and Harvard Medical School, to offer Brazilian Internet users the same medical content accessible to North Americans.

In 2011, the Minha Vida platform helped its users to achieve more than 140 tons in weight loss and over 50,000 years in aggregate of increased life expectancy. Its online dieting program, the biggest in Brazil, grew 220% in the past two years. The investment from Intel Capital and Catalyst will help Minha Vida accelerate expansion in the health and wellness market and launch new products and services for its users.

"With the significant inflow of new Internet users in Brazil, the online health and wellness sector is a promising market for entrepreneurs in this region," said David Thomas, managing director for Intel Capital in Latin America.

"The health and wellness market has been one of the least impacted by the Internet so far. We are ready to lead this revolution. Year after year, demand for innovation in this market grows, and we think this is the right moment to invest further in this goal," said Daniel Wjuniski, CEO of Minha Vida.

In addition to content, Minha Vida is focused on improving relationships between doctors and patients with a product currently under development. In order to lead and launch this new unit, Minha Vida has assembled a leading team of Internet executives.

Minha Vida is an Endeavor company and its highly regarded team led by founder and CEO Daniel Wjuniski and co-founders Roberto Lifschitz, Fernando Ortenblad and Sylvio de Barros were chosen as "2011 Entrepreneurs of the Year" by Ernst Young and *PEGN Magazine*.

Minha Vida is the first Intel Capital investment in Brazil in 2012. Since officially entering the region in 1999, Intel Capital has invested approximately US\$140 million in nearly 40 companies in Latin America, with US\$75 million invested in Brazilian companies. In 2011, Intel Capital invested in five companies and also expanded its local

investment team, which now features four investment directors based in the region. In addition to David Thomas, the team includes investment directors Ricardo Arantes, Fabio DePaula, and Alexandre Villela.

About Minha Vida

Founded in July 2004 under the Dieta e Saúde (“Diet and Health”) brand, Minha Vida is an online portal focused on providing broad access to health and wellness information via the Internet to improve the Brazilian population's quality of life. Minha Vida is the largest health and wellness portal in Brazil, with over 8 million unique visitors per month, 14 million registered users, 10 million visits per month and 50 million page views. In 2008, the company won the Ibest Award in the category of “Best Health Website,” “The Entrepreneur of the Year Award” from E&Y, and most recently the PEGN “Successful Entrepreneurs Award.” Since 2009, Minha Vida is an Endeavour company. Minha Vida is a privately held independent company; its revenue is obtained by selling advertisements and subscriptions to its healthy weight loss program, Dieta e Saúde - <http://www.dietaesaude.com.br/>.

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About Intel Capital

Intel Capital, Intel's global investment and M&A organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, mobility, health, consumer Internet, digital media, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$10.5 billion in over 1,218 companies in 51 countries. In that timeframe, 196 portfolio companies have gone public on various exchanges around the world and 291 were acquired or participated in a merger. In 2011, Intel Capital invested US\$526 million in 158 investments with approximately 51 percent of funds invested outside the U.S. and Canada. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com or follow @Intelcapital.