



TheBody.com Has Been Sold

September 7, 2008 By [Peter Staley](#)

✖ Well, since they still haven't posted anything on their own website about this, I found it newsworthy this past week that TheBody.com has been sold:

The HealthCentral Network Acquires TheBody.com, the Number One Interactive Resource for HIV Communities ([source](#))

My congrats to my number one competitor since the day I launched AIDSmeds.com -- TheBody's founder, Jamie Marks. He and Bonnie Goldman, their Editorial Director, built a great site, which constantly pushed me and Tim Horn to work harder on AIDSmeds. I hope Bonnie stays on, as she's become a great asset to people living with HIV that look for help on the Web.

Even though TheBody has a bigger audience, mostly due to its much earlier launch and thus higher Google search rankings, I still think we beat their pants off when it comes to providing easy-to-read and up-to-date treatment info. There are already some comments about our differences in [a thread in our forums](#) (which are widely considered the best and busiest HIV-related forums online).

Of note in this sale is that the new owners are largely backed by venture capital. That's not necessarily a bad thing, but I think it's a first with HIV-related websites.

And one of The HealthCentral Network's newest investors is IAC/InteractiveCorp, [Barry Diller](#)'s company. Diller and I got to know each other in the early 1990's through my boyfriend at the time, Kevin Sessums (author of [Mississippi Sissy](#)).

Besides investing in HealthCentral, Diller also joined their board. Welcome to my neighborhood, Barry!

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