



The Nasdaq Stock Market, Inc.
80 Merritt Boulevard
Trumbull, CT 06611
203 385 4500

Attn: Manager P&S Dept./Traders/Cashier/Manager Reorganization/Manager Dividends
UNIFORM PRACTICE ADVISORY (UPC # 048-99) August 6, 1999

thehealthchannel.com, Inc- Common Stock (THCLV)

On July 28, 1999, the above company effected a reorganization changing its name from Innovative Tracking Solutions Corp to thehealthchannel.com Inc. This change was effected on the OTC Bulletin Board (OTCBB) on August 2, 1999 with a symbol change from IVTX to THCL.

On July 29, 1999, the company declared a 2 for 1 forward split payable upon surrender of certificates to shareholders of record on July 29, 1999. The split was effected on the OTCBB on August 6, 1999 thereby changing the symbol from THCL to THCLV.

Pursuant to the terms of the split, **only shareholders of record on July 29, 1999** will be entitled to surrender their OLD pre-split certificates in order to receive the NEW post split securities to which they are entitled. Concurrent with the surrender, record holders must also execute an *Stockholder Exchange Affidavit* releasing claims to certain split shares. Holders shall be obligated to surrender their OLD certificates to the company's exchange agent within six months of the record date.

Members are advised that, in lieu of certificates, due-bills for the appropriate number of NEW securities, issuable as a result of the split should be delivered after July 29, 1999 in settlement of contracts in the OLD pre-split shares executed prior to August 6, 1999. This procedure will act to close out fail contracts in the OLD pre-split securities and thereby eliminate any requirements to issue a Notice of Intent to Buy In.

When a sufficient number of new post-split shares has been issued, a due-bill redemption date and a when, as and if issued settlement date will be established.

Members are further advised to investigate their positions and reconcile their records and bookkeeping systems to reflect the forward split.

Questions regarding this notice should be directed to: Market Data Integrity Department, (203) 375-9609.

Dorothy L. Kennedy
Director