



## Nurtur Born of Cardium Health and AirLogix Merger

### New Name and Brand Marks the Beginning of a New Strategic Direction to Transform Traditional Disease and Health Management for Healthcare Consumers

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Farmington, Conn. (November 27, 2007) – Cardium Health and AirLogix, both leaders in disease management, today formally announced their single new name and brand. The new name is Nurtur, a next-generation company that will extend beyond traditional disease management to meet the growing need for an integrated approach to health and life management.

“Traditional disease management focuses on providing clinical education and information for people with chronic conditions. This approach addresses isolated disease states without fully considering underlying motivational or life-related issues,” said Daniel Cave, Nurtur President and Chief Executive Officer. “Nurtur is a bold, new step in healthcare, providing not only traditional clinical education, but also advanced motivational techniques and a wide array of services to remove the life barriers that get in the way of health.”

The transformation to Nurtur is part of a complete rebranding initiative and strategic expansion in business direction. The new name, brand and organizational focus reflect the continuing evolution of the company and the changing needs of the healthcare industry.

“Cardium Health and AirLogix have strong histories as pioneers in disease management, and we are breaking new ground once again,” said Cave. “Integrating life and health management is the logical next step. Nurtur will offer an inclusive people-centered model designed to help individuals at all stages of life address the barriers that prevent them from maintaining good health, controlling health-risk factors or managing chronic illnesses. We are working to make healthcare human again by assisting our members and clients with a broad array of services that address the factors that influence health.”

The company’s new name, Nurtur, captures its employees’ passion for serving its members, participants and clients. Jennifer Funaro, Nurtur Director of Marketing, added, “Our brand symbol, the Monarch butterfly, represents the journey our members take to improve their health. Nurtur’s mission is to transform people’s lives, support, encourage and motivate them on their journey to better health. The lower-case ‘n’ on the left wing of the Nurtur Monarch represents the imprint we leave on our members’ lives.”

Moving forward, the transition to Nurtur will unfold in a phased roll-out throughout 2008. As part of this roll-out, the company is investing in enhanced motivational techniques and the development of new “life / health management” capabilities to truly address the link between life and health.



Nurtur will operate out of three primary locations with corporate headquarters in Farmington, Conn., a National Operations Center in Dallas, and two Regional Operations Centers in Fort Worth, Texas, and Farmington, Conn.

**About Nurtur:** Nurtur is a health and wellness company that helps people transform their lives to achieve real and lasting changes through health coaching and education, intensive motivational techniques and services that remove life barriers that get in the way of their health. The company provides services to multi-market segments including self-insured employers, plan sponsors, and commercial and government health plans. For more information, visit the interim Nurtur website at: [www.nurturhealth.com](http://www.nurturhealth.com).

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