

Nurtur Acquires Work/Life Innovations

Acquisition Marks an Important Step in Executing Nurtur's Strategic Vision to Offer Expanded Life/Health Management Capabilities

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Farmington, Conn. (January 28, 2008) – Nurtur, the health and wellness company formerly known as Cardium Health and AirLogix, today announced it has acquired Work/Life Innovations, a Connecticut-based national provider of work/life management programs, employee assistance programs and concierge services. Specific financial terms of the transaction were not disclosed.

"The acquisition of Work/Life Innovations marks a key strategic milestone for our company," said Daniel Cave, Nurtur President and Chief Executive Officer. "Our vision to transform the way people view health places a heavy emphasis on the convergence of life and health management techniques. This transaction lays the foundation for Nurtur to integrate life/health capabilities into our service offering to help people both address the life barriers that get in the way of health and the health issues that complicate life."

While Nurtur and Work/Life Innovations come from different segments of the health and benefits industries, the companies share the same fundamental values of commitment, integrity and passion to help individuals improve their health and quality of life with support, encouragement and motivation.

Mary-Ellen Sposato Rogers, Founder and CEO of Work/Life Innovations, said, "We are very excited to become part of Nurtur. We share the fundamental understanding that you cannot separate life from health. Just as there are life barriers to health, there are health barriers to managing everyday life. This acquisition is a perfect fit to allow both organizations the opportunity to expand and offer greater value to our clients and members."

Nurtur was announced in November 2007 as the new name and brand of the merged companies of Cardium Health and AirLogix, both leaders in the disease management industry. With the addition of Work/Life Innovations, Nurtur will be able to offer expanded services that span the life/health continuum.

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. Nurtur is a wholly-owned subsidiary of Centene Corporation. For more information, visit the interim Nurtur website at: www.nurturhealth.com.

About Work/Life Innovations: Work/Life Innovations delivers life management services through both online and telephonic channels. Founded in 1986, the company is focused on helping employers manage the dynamic and complex needs of the rapidly changing workforce by helping employees deal with the challenges of daily life. Work/Life Innovations enjoys a strong reputation for excellence in customer service and twice received the Innovative Excellence Award from the Alliance for Work Life Progress. For more about Work/Life Innovations, visit www.worklifeinnovations.com.

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