

Nurtur® Expands Sales Team to Support Growing New Business and Partnership Opportunities

Healthcare Industry Veteran Steven Kendall Named Regional Sales Director

Media Contact

Jennifer Funaro

marketing@nurturhealth.com

20 Batterson Park Road
Farmington, CT 06032

860 677 8900
860 677 1600 fax

www.nurturhealth.com

Farmington, Conn. (January 7, 2010) – Nurtur, the life, health and wellness company serving multi-market segments, today announced that veteran healthcare sales executive Steven C. Kendall, Ph.D., has joined the company as Regional Sales Director. Based in the Nurtur National Operations Center in Dallas, Texas, Dr. Kendall will have responsibility for establishing and maintaining sales and business relationships in the South and Mid-west regions of the U.S.

Dr. Kendall brings more than 20 years of healthcare industry experience to the Nurtur sales team. He has a strong background in preventative medicine, disease management, health and wellness business products as well as client and physician relationship management. Most recently he worked with Viverae where he was responsible for new business sales. Other prior experience includes sales leadership positions at IncentOne, CorpHealth and Control Diabetes Services, Inc.

“We are pleased to have Dr. Kendall as a member of our sales team,” said Michael Maluccio, Nurtur Senior Vice President, Sales, Business Development and Client Services. “He is a dedicated team player with proven expertise in building and maintaining strategic working relationships, which are essential skills as we seek to grow new business and partnership opportunities in the coming year.”

Dr. Kendall received his Ph.D. in cardiovascular physiology, a Masters of Education in Exercise Physiology and a B.S. in Education all from Texas A&M University and resides in Plano, Texas.

About Nurtur: Nurtur is the life, health and wellness company dedicated to helping people transform their lives with support, encouragement and motivation. The company offers an inclusive people-centered approach designed to help people at all life stages address the life issues that get in the way of health as well as the health issues that complicate living. Nurtur provides life and health management programs including concierge, EAP, professional training, wellness and disease management to multi-market segments including employers, plan sponsors, Third Party Administrators, commercial health plans and government agencies. For more information, visit the Nurtur website at: www.nurturhealth.com.

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