

Nurtur Acquires ActivHealth and Wellness by Choice; Gains Exclusive Partnership with Duke University Center for Living

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Strategic acquisitions support Nurtur PeopleCare™ integrated life and health management services and expand capabilities in areas of health risk assessments, biometric screenings, health coaching, personalized online and interactive health programming, and employee incentive administration.

Farmington, Conn. (February 25, 2010) – Nurtur®, the health, wellness, and work-life company serving employers, plan sponsors and health plans, today announced the strategic acquisition of two health and wellness companies, ActivHealth and Wellness by Choice. Both companies bring additional capabilities to Nurtur that complete the company's strategic vision of providing integrated life and health management. Specific financial terms of the transactions were not disclosed.

ActivHealth, founded in 1998 and based in Nashville, Tenn., brings expertise in health risk assessments, online health content, tailored e-learning programming, incentives and rewards tracking, and health management reporting. The company's flagship product is the Personal Health Development Network (The PHD Network), an online health management system developed in exclusive partnership with the Duke University Center for Living. The PHD Network leverages interactive health risk assessments and biometric screening information to identify individual health risks and modifiable lifestyle issues related to a variety of health concerns, including the onset of heart disease, diabetes or stroke.

Wellness by Choice, founded in 2003 and based in Syracuse, N.Y., provides worksite wellness and health-related lifestyle coaching as well as employee incentive administration and consulting services. The company's approach has focused on population health management to reduce utilization through education and wellness.

"It is a privilege to welcome ActivHealth and Wellness by Choice into the Nurtur family," said Daniel Cave, Nurtur's President and Chief Executive Officer. "With the completion of these joint acquisitions, we now have the in-house capabilities needed to fully execute our Nurtur PeopleCare strategic vision for integrated life and health management. In addition, our company, our clients and members will now benefit from the partnership with the Duke Center for Living, a globally-recognized leader in health and wellness research."

Barton H. Sheeler, ActivHealth's Chief Executive Officer, said, "The focus on health today is about prevention through wellness. We developed The PHD Network with our partners at Duke to help people identify health risks and deliver trusted personalized health information. Our proprietary platform coupled with Nurtur's demonstrated expertise in motivational interviewing and health coaching is a perfect fit. Together, we have the opportunity to strengthen our position in the marketplace with expanded service capabilities."

William E. Kraus, MD, on behalf of the partnership with the Duke University Center for Living, said, “Our partnership with ActivHealth supports Duke’s core missions to improve education, research and healthcare delivery. The PHD Network has allowed us to apply our long history and experience in preventive wellness education and develop personalized treatment programs that really help people get to where they want to be. We look forward to continuing our partnership with Nurtur and reaching more individuals who need support in health and life.”

Kyle Blumin, President of Wellness by Choice, remarked, “Employers and plan sponsors understand the value of wellness and need partners that can deliver measurable results. We believe Nurtur’s vision for integrated life and health offers a true opportunity to really make a difference by achieving better health and financial savings. As part of Nurtur, we look forward to helping to make our shared vision a reality.”

About Nurtur: Nurtur is the work-life, health and wellness company dedicated to helping people transform their lives with support, encouragement and motivation. The company offers life and health coaching 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 life and health management programs include work-life services, concierge, EAP, professional training, wellness and disease management (including Back Pain, Depression, Diabetes, Heart Disease and Respiratory Disease). The company provides services to multi-market segments including employers, plan sponsors, Third-Party Administrators, commercial health plans and government agencies. For more information, visit www.nurturhealth.com.

About ActivHealth: ActivHealth was formed in 1998 in partnership with Duke University Medical Center. The company’s Personal Health Development Network (The PHD Network) is a state-of-the-art online platform that integrates health assessment results and individual risk factors to deliver personalized health and wellness information including educational lesson plans, goal setting tools, program tracking and incentive point management. The PHD Network helps individuals achieve personal health goals while helping organizations reduce healthcare costs, improve morale and build brand loyalty. For more information, visit www.activhealth.com.

About Wellness by Choice: Wellness by Choice provides integrated wellness and disease management programs that address the problem of rising healthcare costs. Our programs are designed to provide result-oriented and measurable solutions. These programs help individuals achieve personal health goals, reduce health risks and reduce medical claims costs that are associated with lifestyle and behavioral issues. For more information visit www.wellbychoice.com.

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