

Nurtur™ Names Steve Meholic as Chief Operating and Development Officer

Healthcare Benefits Expert and Former Human Resource Consultant to Lead Day-to-Day Operations and Direct Strategic Initiatives for Continued Growth

Media Contact

Mary Ann Dostaler

madostaler@madcomm.com

20 Batterson Park Road
Farmington, CT 06032

p 860 267 0816

f 860 267 0314

www.nurturhealth.com

Farmington, Conn. (April 8, 2009) – Nurtur, the life, health and wellness company serving multi-market segments, announced the appointment of Steven C. Meholic as Chief Operating and Development Officer. A recognized leader in the healthcare industry with a highly diverse and broad set of skills, Mr. Meholic will lead the Nurtur clinical and professional teams, including marketing/communications and product development. His primary focus will be to direct the advancement and delivery of integrated work-life and health programs and services to the company's clients and members.

In this role, Mr. Meholic will run day-to-day business operations. He will provide organizational and strategic focus to product and operational development efforts throughout the company with the goal of strengthening the use of pharmacy and behavioral management techniques in coaching operations. Additionally, he will be responsible for providing the executive sponsorship of and direction to lead all marketing/communications and product development initiatives.

"I am proud to welcome Mr. Meholic to Nurtur. His experience in disease management, pharmacy and behavioral health will be of tremendous value in the coming months and years as we bring together our work-life, EAP and health management capabilities," said Daniel Cave, Nurtur President and Chief Executive Officer. "As a member of our executive team, his leadership skills, team-focus, integrity and personal commitment to improving the health and productivity of our clients' employees and members are consistent with our values at Nurtur."

Mr. Meholic brings to Nurtur a strong and successful background in employee benefits and managed healthcare. Most recently, Mr. Meholic led Aetna Pharmacy Management with responsibility for 10.7 million members and more than \$5 billion of drug claim costs. Prior to Aetna, he served as Vice President, Specialty Products, for Magellan Health Services where he focused on product development and the integration of pharmacy and behavioral health management services. During the course of his career, Mr. Meholic served as a consultant with Towers Perrin, a leading benefits consultancy focused on benefit program evaluation, strategy, design, implementation, and performance measurement of healthcare delivery, disease management and pharmacy for national and regional employers. His education includes a Bachelor's degree in Biology from the University of Notre Dame, certification as an Employee Benefit Specialist (CEBS) from Wharton College, University of Pennsylvania, and post-graduate work at Babson College.

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, concierge, EAP, training and consulting services to multi-market segments including employers, unions, plan sponsors, Third Party Administrators, commercial health plans and government agencies to encourage healthy behaviors, promote healthier workplaces, improve productivity and reduce healthcare costs. For more information, visit the interim Nurtur website at: www.nurturhealth.com.

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