

**TANGERINE WELLNESS CONTINUES PROFITABLE GROWTH  
Banner Year in 2007, Major Growth in 2008 Fortune 1000 Employers Look to  
Tangerine Wellness to Reduce Healthcare Costs**

(Boston) February 11, 2008 - Tangerine Wellness, the first incentive-based corporate wellness program that reduces the cost of healthcare for employers, reports continued profitable growth through 2008 and announces major milestones as the company expands its services to Fortune 1000 employers throughout the U.S.

"Our explosive growth in 2007 and our forecast for 2008 indicate a growing acceptance among medium to large employers that a voluntary, incentive-based wellness program can produce a healthier workforce and reduce the cost of healthcare," said Aaron Day, chairman and CEO of Tangerine Wellness. "Our customers stay with the program for the long term, many have expanded our offering to more employees and we're seeing a trend among employers offering high deductible health plans to offer our program. They are coming to Tangerine Wellness because we have proven that our rewards for results approach has reduced healthcare costs for employers and improved employee health and wellness."

Major Milestones Include:

- Compound Annual Revenue Growth Rate 1,000 percent over the past three years
- Program available nationwide, live in 25 states
- Employers seeing up to double digit savings in medical costs year over year
- Company-wide participation rates average more than 60 percent (Tangerine Wellness is a voluntary plan for employers offered to the entire population)
- Selected Ecount, a Citi company, to implement a co-branded prepaid debit card program simplifying the rewards process and providing a terrific incentive
- Strengthened and expanded its distribution relationships with national and regional benefits brokers including Willis Group Holdings (NYSE:WSH), HR consulting firms, and employer health coalitions

Tangerine Wellness also was selected to implement its weight management program to over 6,000 of Ministry Health Care employees in their north and central Wisconsin facilities. Sponsored by the Sisters of the Sorrowful Mother, Ministry Health Care is a values-driven health care delivery network of aligned hospitals, clinics, long-term care facilities, home care agencies, dialysis centers and many other programs and services in Wisconsin and Minnesota. Cheryl Zima, vice president human resources for Ministry Health Care stated, "Through a successful pilot program with Tangerine Wellness, we realized that a system-wide program would produce significant benefit for our organization." A.O. Smith Corporation (NYSE:AOS), one of the world's leading manufacturers and marketers of residential and commercial water heating equipment and electric motors, which began a pilot program at two of its U. S. facilities in 2007, will expand the Tangerine Wellness program to an additional two U. S. locations in March 2008.

"Initially we planned to rollout the Tangerine Wellness program to more employees after an initial six-month pilot, but it did not take that long for us to realize that we were onto something," according to Mark Petrarca, senior vice president human resources and public affairs. "After three months, employees lost a total of 525 pounds, and word spread about the program companywide. There was a lot of enthusiasm as other plants inquired about getting onboard. It was going so well we decided to expand the program sooner."

The Tangerine Wellness program, which is a non-prescriptive approach to weight-loss and health improvement, focuses on the idea that not just one wellness program will work for everyone. Using Tangerine, employees earn cash and other rewards for losing weight. Employers lower healthcare costs and improve morale and productivity through Tangerine's customized, fully outsourced program that includes a suite of online and offline services. By offering cumulative rewards, and allowing participants to track their results online, Tangerine keeps the program interesting and easy for its participants.

"We are pleased to see more and more of Corporate America, including members of the Fortune 1000—like A.O. Smith, beginning to take steps to address obesity. The cost of obesity to employers is obvious, and includes higher healthcare costs, increased absenteeism, and lower productivity," said former New Jersey Senator and Tangerine Wellness Advisory Board Chair, Bill Bradley. "Employers are now starting to recognize that they have a huge stake in the wellness of their employees; for those employers who have worked with Tangerine Wellness, the results continue to be astounding - lower healthcare costs and healthier and happier employees."

Please visit <http://www.tangerinewellness.com> for more information.

About Tangerine Wellness Founded in 2004, Tangerine Wellness is the leading corporate weight-management program that directly rewards employees for losing weight and for maintaining a healthy weight. Tangerine's interactive weight-loss program has a direct and positive effect on employee healthcare costs, morale and productivity. Tangerine has successfully implemented programs in the manufacturing, financial services, healthcare and government/university entities that are translating into direct healthcare cost-savings. The company's collective leadership includes Sen. Bill Bradley and top executives with expertise in corporate wellness, healthcare and benefits administration. Tangerine is headquartered in Boston, with offices in Chicago, Houston and New York. Go to [www.tangerinewellness.com](http://www.tangerinewellness.com) for further information.