

## FOR IMMEDIATE RELEASE



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### **HEALTH FITNESS CORPORATION ADDS NEW CLIENTS AMERICAN ELECTRIC POWER AMONG NEW CONTRACTS**

**MINNEAPOLIS—August 2, 2007**—Health Fitness Corporation (HFC) today announced a new partnership for worksite health management with American Electric Power (AEP). HFC (OTC BB: HFIT) is a leading provider of employee health management programs. Managing more than 400 fitness centers globally, the company also offers a suite of health management services on-site, Web-based and telephonically.

AEP, headquartered in Columbus, Ohio, employs some 20,600 workers at 420 sites in 17 states and the District of Columbia. The company has contracted with HFC to design and implement focused population health management services, including disease prevention and comprehensive lifestyle management programs.

In addition to AEP, HFC obtained eleven new customer commitments in the second quarter of 2007 in their health management segment. In their fitness management segment, HFC obtained one new customer commitment, and a commitment to significantly expand management services for an existing customer. The combined total from new second quarter customer commitments may realize incremental annualized revenue of approximately \$2.9 million.

The new partnerships mirror an expanding need among employers for effective workplace programs that can improve employee health and reduce costs. A study released in February by PricewaterhouseCoopers and the Washington, D.C.-based National Business Coalition found that about 2 percent of capital in the workforce is lost to disability, absenteeism and presenteeism pegged to chronic diseases such as high blood pressure, diabetes and heart disease. According to the Centers for Disease Control, the medical care costs of those with chronic diseases account for more than 75 percent of the nation's health care costs. Most chronic diseases are preventable and can be avoided through smoking cessation, exercise, weight management and other lifestyle choices.

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Corporate America is increasingly moving towards health risk prevention programs as a means to enhance employee health. More than half of the multinational companies surveyed by PricewaterhouseCoopers expect to introduce or expand corporate wellness programs over the next five years. The two leading reasons cited for promoting health management in the workplace were reducing indirect costs (associated with absenteeism, presenteeism, disability and worker's compensation) and improving worker productivity.

“Employers know that healthy, productive workers are their most valuable asset,” said Gregg Lehman, Ph.D., president and CEO of HFC. “A well-managed workplace health management program will bring a positive return on investment in terms of lower health care costs and improved productivity. HFC has a 30-year-plus track record of working with employers to produce award-winning fitness and health management programs.”

HFC offers a full scope of health management services for clients, including health fitness center development and management, biometric screening, health risk assessment, preventive services, health management and risk reduction programs, health and fitness coaching (onsite, Web-based and telephonic), occupational health and ergonomic screening services.

### **About Health Fitness Corporation**

Health Fitness Corporation (HFC) is a leading provider of employee health improvement services to Fortune 500 companies, the health care industry and individual consumers. Serving clients for more than 30 years, HFC partners with employers to effectively manage their health care and productivity costs by improving individual health and well-being. HFC serves more than 300 clients globally via on-site management and remotely via Web and telephonic services. HFC provides a complete portfolio of health and fitness management solutions including a proprietary health risk assessment platform, screenings, EMPOWERED™ Health Coaching and delivery of health improvement programs. HFC employs more than 3,000 health and fitness professionals in national and international locations who are committed to the company's mission of *“improving the health and well-being of the people we serve.”* For more information on HFC, visit [www.hfit.com](http://www.hfit.com).