

FOR IMMEDIATE RELEASE



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HealthFitness to Present at the Roth 2007 New York Conference

Minneapolis, MN - August 23, 2007 - Health Fitness Corporation (OTC BB: HFIT) announced today that Gregg Lehman, the Company's President and Chief Executive Officer, and Wes Winnekins, the Company's Chief Financial Officer, will be presenting at the Roth 2007 New York Conference to be held September 5 - 6, 2007 at The Westin New York at Times Square in New York, New York.

Health Fitness Corporation's investor presentation is scheduled for Wednesday, September 5, 2007 at 11:30 a.m. ET.

The presentation will be webcast live and archived online on the Investor Relations section of the Company's website at www.hfit.com.

About the Company

Health Fitness Corporation 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, Health Fitness Corporation partners with employers to effectively manage their health care and productivity costs by improving individual health and well-being. Health Fitness Corporation serves more than 300 clients globally via on-site management and remotely via Web and telephonic services. Health Fitness Corporation provides a complete portfolio of health and fitness management solutions including a proprietary health risk assessment platform, screenings, EMPOWERED(TM) Health Coaching and delivery of health improvement programs. Health Fitness Corporation 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 Health Fitness Corporation, visit <http://www.hfit.com>.

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