

## FOR IMMEDIATE RELEASE

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### **New SVP of Business and Corporate Development Joins HealthFitness**

*Former Healthways executive brings 14-plus years of health industry expertise to HealthFitness team*

**MINNEAPOLIS, MINN. Dec. 16, 2008**—HealthFitness (NYSE Alternext US: FIT) announced today that J. Mark McConnell joined as senior vice president of business and corporate development. HealthFitness is an award-winning provider of integrated population health services for on-site and dispersed employee populations.

In his new position, McConnell provides leadership to all aspects of HealthFitness' business and corporate development activities, including identifying global sales opportunities for the company's health and productivity solutions as well as working on the development of new client-driven services.

"Mark's great wealth of experience in the health arena will be a very positive asset for HealthFitness," said Gregg O. Lehman, HealthFitness president and CEO. "He is a great leader, motivator and strategic thinker and a perfect fit into our culture, which is committed to work in partnership with employers to manage their health care costs and to create a culture of health that supports employees' personal health goals."

McConnell comes to HealthFitness from Healthways, a Nashville, Tenn.-based provider of health and care support solutions, where he served as senior vice president of the Employer Solutions Group. In this position, he was responsible for leading a team that grew Healthways' employer business from less than 100 employers to more than 1,000 employers in three years.

Prior to Healthways, he was the health plan manager of health care initiatives with Kaiser Permanente, a health care organization, where he worked in conjunction with General Motors Corp. As health plan manager, he facilitated General Motors' value-based purchasing health care strategy, conducted health maintenance organization quality evaluations in the eastern U.S., and chaired General Motors' HMO pharmacy management and depression management supplier development programs to share best practices.

#### **About HealthFitness**

HealthFitness 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, HealthFitness partners with employers to effectively manage their health care and productivity costs by improving individual health and well-being. HealthFitness serves more than 300 clients globally via on-site management and remotely via Web and telephonic services. HealthFitness 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. HealthFitness 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 HealthFitness, visit [www.hfit.com](http://www.hfit.com).

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