



## **FOR IMMEDIATE RELEASE**

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### **HEALTH FITNESS CORPORATION NAMES COLAO VICE PRESIDENT, CONSULTING AND BEST PRACTICES**

MINNEAPOLIS, APRIL 5, 2004 — Health Fitness Corporation (OTC BB: HFIT) has appointed Ralph Colao as Vice President, Consulting and Best Practices. In his newly created role, Colao will lead the company's initiatives to expand its Consulting and Occupational Health Service businesses. He will also be responsible for developing integrated best practices for HFC and the clients it serves.

Colao brings 24 years within the health and fitness industry to HFC. Prior to joining HFC in 2003, he was National Director of Operations for the Health & Fitness Services Division of Johnson & Johnson Health Care Systems, recently acquired by HFC. In addition to corporate health management experience, Colao brings experiences in hospital, healthcare, university, and commercial club marketplaces. He has received many Johnson & Johnson Chairman Awards and is an active member of American College of Sports Medicine and National Business Group on Health.

“We believe that HFC’s Consulting Services, particularly our health risk management services, will achieve significant growth as Corporate America searches for solutions to reduce health care costs and improve employee health,” said Health Fitness CEO and President Jerry Noyce. “As a result, we need to make this organizational change to realize our opportunities and support our clients most effectively. Ralph will be a significant resource for our clients as they work to develop broader health risk management strategies.”

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Noyce explained that one of Colao's key responsibilities will be to assist clients in developing broader health risk management programs and integrating the various functions within these companies that deal with worker health.

"Ralph will provide our clients with a new resource to challenge," Noyce added. "He will bring new ideas to them and facilitate discussion among HFC customers who are facing similar issues by helping them to compare initiatives, successes and potential improvements and cost savings."

Health Fitness Corporation is the leading provider of results-oriented health improvement management services to corporations, hospitals, universities and communities. HFC has been serving clients since 1975 and manages more than 390 locations across the United States and Canada. For more information about Health Fitness Corporation, go to [www.hfit.com](http://www.hfit.com).

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***Forward-Looking Statements:** This release contains forward-looking statements that involve risks and uncertainties, including statements regarding the anticipated growth of the Consulting and Occupational Health Service businesses. Such risks and uncertainties include the risk that clients will not respond as anticipated to the offering of these services or that the Company will not be able adequately satisfy the demand for these services.*