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HEALTH FITNESS CORPORATION DIRECTORS ELECT JOHN PENN AS BOARD CHAIRMAN

MINNEAPOLIS, JANUARY 19, 2004 — Health Fitness Corporation (OTC BB: HFIT) announced today that John C. Penn has been elected Chairman of the Board of Directors. Penn is currently the Chairman, CEO and President of Intek Plastics in Hastings, Minnesota. He has served on the HFC board since 2001, and succeeds James Bernards, who will continue as a director of the company.

Prior to joining Intek Plastics, Penn was CEO of the Satellite Companies based in Minneapolis. He also serves on the boards of Malt-O-Meal Cereal Company and Angeion Corporation. Penn has also previously served as CEO/President for Centers for Diagnostic Imaging, Plastech, Inc., and Arctic Enterprises.

“John’s stature as an experienced business leader and strategist make him an ideal person to serve as our board chair at a time when we are poised to experience our greatest growth as the number one provider of health improvement solutions to corporate America as well as to public and private institutions,” said Health Fitness CEO and President Jerry Noyce. “We owe a debt of gratitude to Jim Bernards for the wise counsel and integrity he has demonstrated in guiding HFC to this stronger and promising point in its history. He has served our company and our shareholders well.”

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 U.S. and Canada. For more information about Health Fitness Corporation, go to www.hfit.com.

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