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HealthFitness expands eHealth content, providing health management clients with five times more health information online

Partnership with EBSCO Publishing brings clients enhanced eHealth resource

MINNEAPOLIS, MN July 16, 2008 — HealthFitness (OTC BB: HFIT) announced today it has quintupled the amount of education content on its Web-based eHealth platform. The enhancements were realized through a new partnership with EBSCO Publishing and became available to HealthFitness customers through the HealthFitness eHealth platform on July 1. HealthFitness 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.

Health Library™ from EBSCO Publishing is URAC-accredited with content written and reviewed by qualified medical experts. It is organized and accessible in a Web-friendly format that is designed to be used the way consumers seek information on the Internet. Content is available in Spanish as well as in English, and is written in layman’s terms so consumers can easily understand it.

According to research from the Pew Internet and American Life Project, 80 percent of American Internet users have searched for health information topics online. The information now available to HealthFitness clients includes disease fact sheets, information about procedures and tests, magazine-style articles about wellness topics, alternative and natural treatments, a drug database that provides details about prescriptions and a medical dictionary. Illustrations and animations help support understanding of the material, which can be seamlessly integrated into a client’s employee health portal.

“Health Library offers tools that HealthFitness clients can use to help employees better understand their health status, and to make conversations with their health care providers more robust when they do seek care,” said Gregg O. Lehman, Ph.D, president and CEO of HealthFitness. “Informed consumers can take steps to improve their own health, and Health Library is a trusted resource they can turn to at any time to get the answers they need.”

In addition to the wealth of information available through Health Library, HealthFitness’ Medical Director Jim Reynolds, MD, said the resource is notable for the quality of the information presented.

“The condition and procedure fact sheets cover 95 percent of all the issues American consumers will

(more)

encounter, so we're putting a lot of valuable information into the hands of our clients and their employees through this library," Reynolds said. "We are very pleased we can provide materials that are reviewed by qualified medical experts and subjected to a rigorous review process. So much of what consumers find by just surfing the Internet isn't medically reviewed. Our clients can have confidence that what they read in Health Library is verified and scientifically based."

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.

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