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MIKE SEETHALER JOINS HEALTH FITNESS CORPORATION AS SENIOR VICE PRESIDENT OF NEW BUSINESS DEVELOPMENT

MINNEAPOLIS, DECEMBER 19, 2003 — Health Fitness Corporation (OTC BB: HFIT) announced today that Mike Seethaler has joined the company as National Vice President of New Business Development. Seethaler will direct all new client and prospective client relationships for the United States, Canada and South America for Health Fitness Corporation (HFC). He will report to Jerry Noyce, President and Chief Executive Officer.

“This position is a pivotal role in the cultivation of new client relationships in the worksite marketplace and in the future direction and continued growth of our company,” said HFC President and CEO Jerry Noyce. “Mike brings a proven track record of business-to-business sales. Given this time of heightened awareness regarding double digit health care cost increases and the growing impact the obesity epidemic and physical inactivity trend have on a corporation’s workers and its bottom line, we feel Mike’s skills align well with how our company can offer solutions to America’s workforce.”

Seethaler was formerly Sales Director, Global Account Sales, for Rockwell Automation where he had responsibility for a \$400 million business line. During his 20 years at Rockwell (based in Milwaukee, Wisconsin), he held various positions in training, performance, marketing, and customer support. He has been a proven visionary with a consistent record of sales and sales management experience in all aspects of value-added consultative selling.

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He has a Bachelor of Arts degree in Business Management and Business Marketing from Westminster College in New Wilmington, Pennsylvania. He has also received more than 13 awards and professional recognition for public speaking, sales training, team building and financial performance from Rockwell Automation.

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 385 locations across the United States and Canada. For more information about HFC, visit www.hfit.com.

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