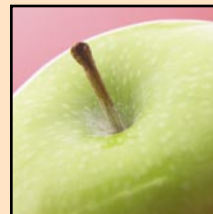




An apple a day isn't enough!®



30445 Northwestern Hwy., Ste. 350; Farmington Hills, MI 48334

800.345.2476 * 248.539.1800

aipm@healthylife.com * www.HealthyLife.com

Company Overview

Company History

- Established in 1983
- Corporate offices based in Farmington Hills, Michigan
- Invited member Healthy People 2000 and 2010 Projects
- Works with over 12,000 corporations, unions, hospitals, MCOs, colleges, and government agencies
- Backed by an advisory board of prominent physicians and health professionals

National and International Presence

- Over 1,000,000 lifestyle program graduates
- Over 6 million self-care publications in circulation
- Products sold in China, Brazil, Russia, Poland, Taiwan, Mexico, United Kingdom, and Canada

Contribution to the Wellness Literature

- Writer of scores of articles for professional journals and lay publications
- Wrote a nationally syndicated newspaper column on wellness for Knight-Ridder Newswire

Awards and Recognition

- Winner of numerous awards in the health promotion field including
 - Hod Ogden Metal from the Centers for Disease Control and Prevention
 - Leadership and Service Award from the Association of Worksite Health Promotion
 - Healthy American Fitness Leaders Award from the President's Council on Physical Fitness & Sports
 - Director's Award from the Department of Health and Human Services
 - Governor's Award from the State of Michigan
 - Publication Excellence Award from the National Health Information Awards Program
- Wellness provider for National Employee Health and Fitness
- Continually recognized by the national media

Mission Statement

Our mission is to promote positive health behaviors by developing and distributing effective self-care and wellness programs, publications, and products. We provide a variety of benefits in different settings:

Hospitals & MCO's	Companies, Unions, & Government	Families and Students
To prevent illness & promote health	To prevent illness & promote health	To prevent illness & promote health
To increase visibility in the community	To reduce absenteeism & presenteeism	To take control of their well being
To reduce health care costs	To reduce health care costs	To reduce health care costs
To attract patients & keep present ones	To increase productivity	To increase longevity