

Virgin Life Care Appoints Christopher Boyce as CEO

Leads Effort to Increase Physical Activity and Reduce Health Care Costs

Boston, MA (November 7, 2006) - Virgin Life Care, a member of Sir Richard Branson's world-renowned Virgin group, today announced that it has appointed Christopher Boyce as the company's new Chief Executive Officer (CEO). He will have responsibility for the company's strategic vision, growth and partnerships.

Health care costs are spiraling out of control and at the root of this crisis are the effects of inactivity and a culture of convenience – cars, drive-through windows and elevators. As a result, preventable and costly diseases and conditions, like diabetes, hypertension and heart disease, are on the rise. According to a University of Pennsylvania study presented at last week's Obesity Society conference in Boston, health care costs related to obesity add an estimated \$90.7 billion to the nation's annual medical bill.

While studies have shown that physical activity is a key factor in reducing health care costs, the current system is not providing consumers with the motivation and tools they need to take charge of their health and get active. Virgin Life Care is tackling these issues head on with a first-of-its-kind Health Rewards Program called HealthMiles. HealthMiles is a proven program that motivates and incentivizes consumers to take control of their health, make better choices and engage in the process of getting and staying healthier by being more active.

HealthMiles members earn 'Miles' for living healthier, more active lives. Members don't need to be Olympic athletes or gym rats to participate, they can be active in anyway they choose – walking, running, dancing. Miles are awarded for engaging in physical activity, tracking results and improving key body metrics, such as blood pressure, body fat and weight, and can be redeemed for products from leading U.S. retailers.

"I'm delighted to welcome Chris as CEO of Virgin Life Care. In true Virgin style Chris has the ability to make something as complex and intimidating as healthcare engaging and attractive to consumers. He also has the ability to articulate a compelling value proposition to customers and partners," said Stephen Murphy, CEO of Virgin Group. "Under his leadership, Virgin Life Care will continue to provide consumers and businesses with solutions that get people active and that ultimately reduce healthcare costs for everyone."

An entrepreneur and leader, Chris has established successful businesses that engage and reward both corporations and consumers. Prior to joining Virgin Life Care, he was one of the founders of Upromise, a loyalty-marketing program that has grown to become the largest private funding source for college education in the U.S.

Chris also served as senior vice president of business development for The Kessler Group, a provider of marketing solutions, partnership programs and interactive services for the financial industry. He was the director of the healthcare business unit at Trilogy Development Group where he led the creation of new software products and service offerings that generated over \$30 million in revenue for the company. Chris holds an MBA from Harvard Business School.

About Virgin Life Care

Virgin Life Care brings the latest in health & fitness innovation to the United States, as part of the Virgin group headed by Sir Richard Branson. Virgin, a leading branded venture capital organization, is one of the world's most recognized and respected brands. Conceived in 1970 by Sir Richard Branson, the Virgin Group has gone on to grow very successful businesses in sectors ranging from mobile telephony, to transportation, travel, financial services, leisure, music, holidays, publishing and retailing. Virgin has created more than 200 companies worldwide, employing approximately 35,000 people, in 29 countries. Revenues around the world in 2003 exceeded \$10 billion. Visit www.virginlifecare.com for more information.

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