

## **VIRGIN LIFE CARE HONORED BY PREPAID MEDIA AS THE MOST INNOVATIVE CONSUMER DRIVEN HEALTH CARE WELLNESS PROGRAM**

**Boston, MA (February 28, 2007)** – Virgin Life Care, a member of Sir Richard Branson’s world-renowned Virgin group, today announced that it was honored as The Most Innovative CDHC Wellness Program by Prepaid Media at the first annual Consumer Driven Health Care (CDHC) Awards.

The CDHC Awards recognize noteworthy professionals, organizations, and programs throughout the consumer driven health care industry. Awards were presented last night during an awards dinner held at the 2007 CDHC Expo in Las Vegas, NV.

“We want to congratulate all the companies that submitted their products, services, and professionals for consideration for the first annual CDHC Awards,” said Jonathan Weiner, president of Prepaid Media. “There are many companies and individuals developing and offering innovative programs and products in the rapidly evolving consumer directed health care market. These winners represent some of the most innovative programs and products that have had significant impact in their respective categories in the past twelve months.”

“It is an honor to be recognized by Prepaid Media for our contributions to the consumer driven health care industry,” said Christopher Boyce, CEO of Virgin Life Care. “We are tackling costly and complex health care issues with a simple and effective solution – everyday physical activity. By motivating people to get up and move a little more and rewarding them for their efforts, we are seeing significant changes that have the potential to improve consumer health and reduce healthcare costs for everyone – insurers, employers, and consumers.”

With Virgin Life Care’s *HealthMiles* health rewards program, members earn rewards for getting active and improving their fitness levels. *HealthMiles* is like a frequent flyer program but instead of earning Miles for flying, members earn Miles for getting active and leading healthier lives. These Miles can be redeemed for products at over 50 national retailers across the country, including Bed Bath & Beyond, Best Buy, Target, and more\*.

And the results to date show that it works! In a pilot deployment in 2006, 40 percent of members who had previously been categorized as inactive moved up to the active category. Additionally, the company is reaching those that need it most. At one pilot site, 21 percent of members saw a reduction in hypertension over a period of six months. For more information visit [www.virginlifecare.com](http://www.virginlifecare.com).

**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 2005 exceeded US \$11 billion. Visit [www.virginlifecare.com](http://www.virginlifecare.com) for more information.

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