

## **Virgin Life Care Appoints Sean C. Forbes as President of Field Operations**

*Leads Effort to Increase Awareness of Market and Drive Overall Growth*

**Boston, MA (March 8, 2007)** - Virgin Life Care, a member of Sir Richard Branson's world-renowned Virgin group, today announced that it has appointed Sean C. Forbes as the company's new President of Field Operations. He will have responsibility for extending the company's revenue growth and awareness in the preventative healthcare and wellness marketplace. Additionally, Sean Forbes has also been appointed to the board of directors of Virgin Life Care, and as a director on the board of Virgin Health Zones.

Virgin Life Care partners with U.S. employers to reward employees for physical activity with the goal of reducing healthcare costs for everyone - insurers, employers and consumers. Based on a successful pilot program conducted last year, the company's HealthMiles Health Rewards program is now available nationwide. With rapid growth and an average program activation rate of 35% across all participating employers, Virgin Life Care is experiencing significant momentum in the marketplace.

"We are delighted to welcome Sean as President of Field Operations," said Christopher Boyce, CEO of Virgin Life Care. "His experience is a welcome asset to our team as Virgin Life Care fuels the growth of the market. We are confident that he will cultivate the success of our HealthMiles program by expanding its reach to employers who are seeking effective and accountable benefits for their employees. Moving forward, we see Sean as an integral part of our continued advancement."

An experienced senior executive, Sean comes to Virgin Life Care from RightNow Technologies (RNOW), the industry leader in OnDemand Customer Service software, where he was responsible for global strategy, marketing, industry expansion, and product management. During his tenure at RightNow, the company established itself as the undisputed leader in OnDemand customer service software, generated over 400 percent revenue growth, dramatically expanded its markets and margins, and successfully completed an Initial Public Offering (IPO).

Sean also served as Vice President of Business Development at Trilogy Software, the industry leader in sales configuration software, and was instrumental in building its automotive business unit. Prior to Trilogy, Sean led numerous domestic and international leveraged buy-out engagements with Bain & Company's Private Equity Group.

A decorated veteran of the United States Navy, Sean served as a Surface Warfare Officer and led SEAL trained boarding teams. He was also a Foreign Exchange Officer

with both the Japanese and Indonesian Navies. Sean holds an MBA from Harvard and a BS in Mechanical and Aerospace Engineering from Cornell University.

#### 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 over 50,000 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.

###