

## **VIRGIN LIFE CARE WINS BEST OF SHOW AT THE SPRING 2007 NWPFC AWARDS CEREMONY**

### ***Captures Five Awards in Total for HealthMiles***

**New York, NY (May 7, 2007)** – Virgin Life Care, a member of Sir Richard Branson’s world-renowned Virgin group, has announced five award wins at the Spring 2007 National Wellness, Prevention & Fitness Conference Awards Ceremony held on May 1, 2007 in Las Vegas. Virgin Life Care was awarded “Best of Show” in recognition of the company’s innovative health rewards program, *HealthMiles*, which motivates and incentivizes people to improve their health by living more active lives. Virgin Life Care also won first place honors as Best Initiative to Promote Wellness in the Workplace and Best Program for Improving Employee Health. Finally, the company received second place awards for Best Self-Monitoring Health Initiative or Device and Best Fitness/Exercise Program.

The NWPFC Awards recognize excellence and advancement in service, products and programs that enhance healthcare quality. The panel of judges included many of America's healthcare leaders and innovators including Co-chairs Wendy Borrow-Johnson of the Healthy Living Channel and Larry Goldman, DMD, of ValueOptions.

“Gaining recognition for our easy-to-use and effective solution is not only exciting for Virgin Life Care, but for consumers and the healthcare industry as well,” said Christopher Boyce, CEO of Virgin Life Care. “It proves the concept of clustering motivation, activity tracking, regular health measurements and rewards is creating a momentum for change with the potential to significantly reduce healthcare costs across the board. We look forward to working with more employers and creating additional network partnerships to help make *HealthMiles* accessible to more people across the country.”

With Virgin Life Care’s *HealthMiles*, members earn rewards for getting active and improving their overall health. Members earn Miles for effort, measurement and achievement improving key biometrics such as blood pressure, body fat and weight. These Miles translate to rewards delivered in the form of gift cards from over 50 leading retailers across the country.

And the results to date show that it’s working! In companies offering the program, 35 percent of members who had previously been categorized as inactive have moved up to the active category. 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. Virgin USA oversees and is responsible for the expansion of the Virgin brand in North America, blasting into markets where the customer is underserved, offering value for money, good quality, innovation, exceptional customer service, fun and a sense of competitive challenge. Building upon the success of existing businesses such as Virgin Atlantic Airways and Virgin Mobile, Virgin continues to look for opportunities in North America where it can offer something better, fresher and more valuable to consumers. Visit [www.virginlifecare.com](http://www.virginlifecare.com) for more information.

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