

VIRGIN LIFE CARE NAMED BEST WELLNESS VENDOR BY HEALTH INDUSTRIES RESEARCH COMPANIES

Boston, MA (October 2, 2007) – Virgin Life Care, a member of Sir Richard Branson's world-renowned Virgin group, today announced that it has been named one of the best wellness vendors in the U.S. by Health Industries Research Companies (HIRC) in its "7th Annual Report on the Disease Management Industry."

HIRC is an independent, nonpartisan organization that conducts strategic market research on trends in health care, pharmaceutical, and managed care businesses. As part of HIRC's selection process, companies underwent a comprehensive third-party review. Of the hundreds of companies in the U.S. nominated for this award, Virgin Life Care was selected as one of only seven recipients.

With more than 40 employers participating in its *HealthMiles* program, Virgin Life Care has established itself as a company that is taking wellness to a whole new level. Unlike traditional wellness programs, Virgin Life Care takes a preventative approach to health care by motivating a broad range of consumers to increase physical activity, live healthier lives and decrease the risk for developing costly conditions and diseases, such as obesity, heart disease and diabetes.

"Health Industries Research Companies wants to congratulate those recognized as leading wellness vendors," says Al Lewis, Executive Director of Disease Management Purchasing Consortium, and who helped evaluate nominees for the report. "To date, only 3 percent of wellness organizations receive this award. The strong reputation and proven approach of Virgin Life Care's *HealthMiles* program puts it among the honored few."

"It is an honor to be acknowledged by Health Industries Research Companies as one of the country's leading wellness vendors," says Christopher Boyce, CEO of Virgin Life Care. "The key to our success is our ability to engage consumers in a meaningful way and provide simple and effective solutions for better health."

The full HIRC report, including extensive information on the disease management industry, is available at <http://hirc.com/hdm/downloads>.

About Health Industries Research Companies

Health Industries Research Companies (HIRC) is an independent, nonpartisan organization that conducts strategic market research on trends in health care, pharmaceutical and managed care businesses. HIRC's benchmark studies focus on the marketing needs of pharmaceutical companies, providing market research critical to the development of successful marketing strategies. Visit www.hirc.com to learn more.

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 for more information.

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