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VIRGIN HEALTHMILES NAMED BEST WELLNESS VENDOR BY HEALTH INDUSTRIES RESEARCH COMPANIES

Framingham, MA (November 11, 2008) – Virgin HealthMiles, 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 summer 2008 report “Leading Disease Management Organizations.” This is the second year in a row that the company has been recognized by HIRC for its leadership position.

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 HealthMiles was selected as one of only seven recipients.

Virgin HealthMiles offers corporate wellness and incentive programs designed to lower long-term healthcare costs and increase employee productivity by motivating members to get physically active and rewarding them for their efforts. Unlike other wellness programs that only engage a small percentage of the workforce, HealthMiles stands apart by engaging employees in large numbers (ranging from 30 to 85 percent) and by keeping physical activity and fun at the core of the program.

“The health management marketplace has exploded in recent years as employers and insurers seek out new solutions to manage rising health care costs,” said Al Lewis, Executive Director of Disease Management Purchasing Consortium, and who helped evaluate nominees for the report. “As a result of their strong brand reputation, proven approach and solid customer base, Virgin HealthMiles is one of a few select companies who are leading this dynamic industry. We congratulate them for achieving this distinction for the second year in a row.”

“We are honored to have earned this recognition from Health Industries Research Companies for the second year in a row,” said Christopher Boyce, CEO of Virgin HealthMiles. “By successfully motivating employees to increase physical activity levels and providing credible, validated outcomes data, we’re enabling employers to enhance performance and reduce costs.”

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 HealthMiles

Virgin HealthMiles is a member of Sir Richard Branson's Virgin group, a brand known world-wide for its ability to engage consumers and deliver brilliant customer service, value for money, quality, innovation, competitive challenge and fun. Virgin HealthMiles offers corporate wellness and incentive programs designed to lower long-term healthcare costs and increase employee productivity by motivating employees to get physically active and rewarding them for their efforts. The company's award-winning HealthMiles program stands apart from other wellness offerings by engaging employees in large numbers (ranging from 30 to 85 percent) and by providing flexibility, tracking, feedback, motivation, incentives and a healthy dose of Virgin fun. For more information, visit www.virginhealthmiles.com.

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