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**VIRGIN HEALTHMILES WEBSITE NAMED BEST FOR STIMULATING
CONSUMER ENGAGEMENT AT THE FALL 2008 CONSUMER HEALTH
WORLD AWARDS CEREMONY**

Captures Three Awards in Total for employee wellness program

Boston, MA (December 10, 2008) – Virgin HealthMiles, a leader in employee wellness programs that reward individuals for getting healthy, today announced three award wins at the Fall 2008 Consumer Health World Awards Ceremony held on December 9, 2008 in Washington, DC. Virgin HealthMiles was awarded “Best Website Stimulating Consumer Engagement” in recognition of the company’s innovative employee health rewards program, which pays people to get active. Virgin HealthMiles also took second place honors as “Best Wellness Initiative” and “Best Monitoring Device/Service for Patients/Consumers”.

The Consumer Health World Awards recognize excellence and advancement in the health and wellness industries that are enhancing the consumers’ ability to better manage their healthcare expenditures and allowing the public to take control of their quality of life. The panel of judges included many of America’s healthcare leaders and innovators including Dave Hom of the Center for Health Value Innovation and Marcy Zwelling-Aamot, MD, of the Society of Innovative Medical Practice Design.

“It is an honor to be recognized by Consumer Health World for the second year in a row,” said Chris Boyce, CEO of Virgin HealthMiles. “By successfully providing consumers with an engaging, fresh approach that turns lifestyle change into a fun and rewarding journey, we’re helping employers create a partnership with their employees to promote personal sustainability through activity, good health and fiscal responsibility, while helping employers reduce healthcare costs and improve employee productivity and satisfaction.”

Virgin HealthMiles is a first-of-its-kind health incentives program that rewards people for leading active and healthy lives. Physical activity is critical for maintaining a healthy weight and decreasing the risk of many chronic lifestyle-driven diseases, such as heart disease and type-2 diabetes. Virgin HealthMiles takes a unique approach, encouraging people to do the activities they enjoy most, and rewards them for their efforts. Over the last three years, over 29% of participants moved from “inactive” to “active”; 21% who were hypertensive or pre-hypertensive have lowered their blood pressure by at least one category; and

14% with high body fat percentage have dropped into the healthy range. Virgin HealthMiles is part of Sir Richard Branson's renowned Virgin group. For more information, visit www.virginhealthmiles.com.

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About Virgin HealthMiles

Virgin HealthMiles provides employee health programs that pay people to get active. The company's preventative approach, based on physical activity and healthy lifestyle change, attracts an average of 40% of employees who participate, which helps organizations reduce medical costs and improve employee productivity and satisfaction. Over 100 industry leaders, including American Diabetes Association/Shaping America's Health, APL Limited, Hospital Corporation of America-Shared Services, Jack in the Box, Louisville Metro Government, and Shands Jacksonville Medical Center, have selected Virgin HealthMiles' award-winning program for their employees. For more information, visit www.virginhealthmiles.com.