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FOR IMMEDIATE RELEASE

HealthFitness and Welltok Announce Strategic Alliance

Partnership will power health management program delivery with enterprise-level technology

MINNEAPOLIS and DENVER Dec. 10, 2015 HealthFitness, the leading provider of health management and corporate fitness solutions, and [Welltok](#), the leading consumer health enterprise platform company, announced a strategic alliance today. The collaboration will create a best-in-class solution by combining Welltok's health optimization platform with HealthFitness' expertise in delivering face-to-face programs, health management and corporate fitness services. The mutually beneficial partnership enables both companies to create more value for clients by integrating complementary capabilities to engage more individuals in sustainable healthy behaviors.

"Employers and health plans choose HealthFitness for our proven ability to create individual behavior change and cultures of health in the workplace through science, people-based services and program strategy," said Paul Lotharius, HealthFitness president and CEO. "With technology becoming an increasingly important component of those solutions, we conducted a rigorous evaluation to identify Welltok as the best-in-class consumer enterprise technology partner that can complement our core strengths and help us continue realizing our mission of improving the health and well-being of the people we serve."

"This partnership speaks to the power of our platform as a service solution and its ability to serve as the foundation for HealthFitness to provide a convenient and accessible health solution for the millions of consumers they serve every year," added Jeff Margolis, Welltok chairman and CEO. "We look forward to bringing a unique combined offering to the market that enhances the consumer health experience."

HealthFitness and Welltok are collaborating on a multi-year strategy to bring an enhanced platform to HealthFitness' clients and their program participants. Welltok's CaféWell Health Optimization Platform™ will integrate elements of HealthFitness' program offerings—from corporate fitness center management and coaching to multi-dimensional wellness and other health programs—to more quickly

and efficiently deliver HealthFitness' behavior change expertise to corporate health and fitness program participants. The companies also announced that HealthFitness' parent company, Trustmark, [participated in the funding round recently raised by Welltok.](#)

About HealthFitness

HealthFitness, a Trustmark company, is an award-winning, URAC- and NCQA-accredited provider of health management, corporate fitness and condition management solutions. With nearly 40 years of experience, HealthFitness is a proven leader and partner for infusing a culture of health. We maximize client results through personalized interaction and a science-based approach to on-site program management, engagement and prevention. Parent company Trustmark provides a full spectrum of employee benefits to improve well-being through better health and greater financial security. For more information on HealthFitness, visit www.healthfitness.com.

About Welltok

Welltok Inc., developer of the healthcare industry's first consumer enterprise platform, is transforming the way population health managers guide and incentivize consumers to optimize their health. The CaféWell Health Optimization Platform organizes the growing spectrum of health improvement and condition management resources, obtains unparalleled consumer insights through advanced analytics and leverages cognitive computing to create personalized, adaptive health itineraries. Health plans and other sponsors now have an efficient and effective way to engage, activate and reward consumers, which drives greater healthcare value across all types of populations, from kids to seniors. Follow Welltok on Twitter [@Welltok](#)

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