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**FOR IMMEDIATE RELEASE**

**Gina DeBruin Joins HealthFitness as Vice President of Business Development**

*Industry expert will lead strategic partnerships to transform well-being industry*

**MINNEAPOLIS December 12, 2017** HealthFitness is pleased to announce the addition of Gina DeBruin as vice president of business development. In her new role, DeBruin will initiate and foster partnerships with leading companies and health plans to provide transformative well-being solutions to help employers improve employee health.

DeBruin possesses 15 years of health and wellness industry experience and has a proven track record leading client management teams, directing sales and creating collaborative and strategic partnerships. Prior to joining HealthFitness, she served in a series of sales and client management leadership roles at leading health care companies, including StayWell Health Management, Humana, and pharmaceutical companies, as well as strategic partnerships director at Fitbit®. DeBruin most recently served as vice president, wellness sales with highi.

Gina's role is unique to HealthFitness because she will be solely focused on creating and managing collaborative corporate and health plan partnerships. "As a leading company in the wellness industry, HealthFitness has an exciting story to share," says DeBruin. "My goal is to ultimately create trusted partnerships designed to help HealthFitness share their story and improve the health and well-being of the people we serve. Together with our partners, we will achieve results and transform the well-being industry."

"Gina is an experienced sales executive and a leader in health and wellness business strategy, managing client and vendor partner relationships, and directing strategic partnerships," says Brian Harrigan, HealthFitness senior vice president, sales and development. "Her approach to creating these collaborative relationships will bring measurable value to employers and their participants. Her expertise in connecting solutions aligns well with our focus on accelerated growth defined by

entering new markets, cultivating new relationships and executing growth strategies. We're very excited to have Gina as part of the team."

**About HealthFitness**

HealthFitness, a Trustmark company, is an award-winning, URAC- and NCQA-accredited provider of health management, fitness and recreation and condition management solutions. With more than 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 <http://healthfitness.com/>

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