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Contact:

Patricia Cmielewski

781-856-4011

pcmielewski@arthaconsultingllc.com

www.linkwellhealth.com

KEN THORPE JOINS LINKWELL HEALTH ADVISORY BOARD

Needham, MA, April 14, 2010 — Today, Linkwell Health announced that it has further expanded its Advisory Board to include Ken Thorpe, Ph.D., Robert W. Woodruff Professor and Chair of the Department of Health Policy & Management, Rollins School of Public Health of Emory University.

“One of the critical steps to reigning in health care costs is through better management and prevention of chronic disease,” says Ken Thorpe. “With eating behaviors playing such an important role in our population’s health, Linkwell delivers a realistic approach to incentivizing change.”

Linkwell Health works with constituents across the health care and food industries to build healthy couponing programs that influence purchase decisions of members with chronic conditions. Applying insights from purchase data, Linkwell Health designs customized couponing to encourage healthier choices at the grocery store. The program analyzes purchase patterns both before and after implementation to enable plans and employers to assess impact.

“Linkwell’s Advisory Board brings together leaders from both the health care and food industries to build more effective programs for change,” says Benjamin Gardner, President and CEO of Linkwell Health. “We are pleased to benefit from Ken’s considerable insights into the needs of the chronic population and the practices that affect them.”

About Linkwell

Linkwell Health applies market insights from food purchasing data to design customized healthy food coupon programs for health plans, pharmacy benefit managers (PBMs) and employers. Founded in 2007, Linkwell Health is a privately owned company working with leaders in the health care industry. Linkwell helps improve member health by offering incentives for healthier food choices to influence daily food purchase decisions. The program offer analytics, branded materials and performance reporting to track the



impact of healthy couponing on member populations both short and long term. For more information, please visit www.linkwellhealth.com.