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Contact:

Patricia Cmielewski

781-856-4011

pcmielewski@arthaconsultingllc.com

www.linkwellhealth.com

**DAVID GERGEN ACKNOWLEDGES LINKWELL'S
INNOVATION DURING AHIP INSTITUTE 2010 KEYNOTE ADDRESS**

Needham, MA, June 14, 2010 — Linkwell Health received kudos from industry leader David Gergen during his seminal keynote address at the AHIP Institute 2010.

During his opening remarks last Friday morning, Mr. Gergen, Professor of Public Service at John F. Kennedy School of Government, Director of the Center for Public Leadership at Harvard University and a Senior Political Analyst for CNN, acknowledged Linkwell's novel approach to behavior change. Saying the program is an "innovative and unique way to encourage consumers to make healthier selections on food purchases," Mr. Gergen called upon leaders to think creatively about solutions to rising health care costs.

"Linkwell brings together stakeholders inside and outside of the health care industry to implement a fresh approach to addressing obesity and its related conditions," said Ben Gardner, CEO of Linkwell Health. "Healthy couponing is a realistic tool that assists members in making better food choices every day and can help deliver a sustainable impact to behaviors."

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

About Linkwell Health

Linkwell Health applies market insights from food purchasing data to design customized couponing 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. The company helps improve member health by offering incentives to influence daily food purchase decisions. Linkwell Health offers

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.