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Contact:

Patricia Cmielewski

781-856-4011

pcmielewski@arthaconsultingllc.com

www.linkwellhealth.com

DR. DAVID KATZ JOINS LINKWELL HEALTH ADVISORY BOARD

Needham, MA, July 15, 2010 — Today, Linkwell Health welcomes Dr. David Katz of the Yale School of Public Health to its esteemed Advisory Board. Dr. Katz is an internationally renowned authority on nutrition, weight management and the prevention of chronic disease. A board-certified specialist in Internal Medicine and Preventive Medicine/Public Health, Dr. Katz co-founded the Yale Prevention Research Center and both founded and directs the Integrative Medicine Center at Griffin Hospital in CT.

“My efforts, particularly over the past decade, have focused on addressing the health care crisis through realistic approaches to nutritional behavior change,” says Dr. Katz. “With obesity at the core of our most challenging health care issues, I believe Linkwell Health offers a unique and yet simple approach to influencing diet through healthy couponing.”

Linkwell Health works with constituents across the health care and food industries to build healthy couponing programs for populations suffering from chronic conditions. Applying insights from purchase data, Linkwell Health designs customized offers to combat poor food choices with the presentation of savings on healthier alternatives.

“Dr. Katz brings another layer of expertise to our Advisory Board as we continue to evolve our behavior change program,” says Benjamin Gardner, President and CEO of Linkwell Health. “Our model benefits greatly from the insights of physician innovators like Dr. Katz and we are honored to have him as a strategic contributor.”

About Linkwell

Linkwell Health works with constituents across the health care and food industries to build healthy couponing programs that influence food choices 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. Founded in 2007, Linkwell Health is a privately-owned company working with leaders in the health care industry. For more information, please visit

www.linkwellhealth.com.