



For Immediate Release

Contact:
MediaTree Marketing
800-475-8703 x778
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MediaTree and Switch2Health Corporation Partner to Reward Healthy Lifestyles

Parsippany, NJ—MediaTree, (asi/70303 ppai/192068) a leading industry supplier of digital rewards and incentives announced its partnership with Switch2Health Corp. (S2H) to promote the industry's coolest new product and motivate healthy lifestyles by rewarding consumers for physical activity: **The Kinetic Band.**

"Everyone wants to be healthy, but often, we don't pay attention to maintaining our bodies," says Rob Watson, President of MediaTree. "Keeping fit through exercise and eating well can help to keep our hearts and minds strong. Kinetic Bands are a great NEW way to promote healthy living, personal wellness, fitness and active lifestyles, all in a FUN WAY."

By simply wearing the Kinetic Band (customized with 4-color logos and branding) and performing 60 minutes of physical activity (in 3 minute intervals), a Reward Code is revealed on the band's face, directing customers to go online to redeem their FREE gift. According to both MediaTree and Switch2Health, 'you can reward your customers with a variety of digital premiums, like Music Downloads, Ringtones and more.' "And the best part is the image of your brand will be synonymous with being socially responsible and helping to promote active lifestyles," states Watson.

Switch2Health Corporation, also headquartered in New Jersey, has been leading the cause to fight for improved health and wellness for years. "We are pleased to partner with MediaTree, who is recognized as a leader in the [Promotional Products] industry," says Seth A. Tropper, President & CEO of Switch2Health. "Having a wealth of industry knowledge and experience, MediaTree is best positioned to identify and create programs which best represent the S2H product.

Tropper noted that the S2H product, as a B2B solution, promotes physical activity and enables businesses to build brand awareness through valuable loyalty programs; rewarding customers for physical activity, distinguishing themselves as a promoter of healthy living, all while collecting valuable customer data.

For more information on the Kinetic Band, contact MediaTree's Promotions Team at 800-475-8703 or sales@mediatreegroup.com. Product information can be found online, by visiting <http://distributor.mediatreegroup.com>.

About MediaTree Group

MediaTree brings the digital age to the promotional products industry in the form of music downloads and digital promotions. Since 1995, MediaTree has crafted more than 20,000 successful promotions for mid-market to Fortune 500 companies from all industries. Combining the quick-turnaround time of an in-house plastic printing shop with the technology acumen of an interactive promotions agency, MediaTree delivers its customers uniquely interactive and cutting edge promotions that quantify promotional results and qualifies its end users.

About Switch2Health Corporation

Switch2Health™ Corporation (S2H) is the leading enabler of improved Health & Wellness through motivating and rewarding people for physical activity. S2H motivates people to be physically active and brings together businesses and organizations that want to reward those people for their physical activity. Integrated with products based on S2H patent pending technology, users can earn rewards for their physical activity; whereby motivating individuals of all ages to begin, maintain, and or increase their level of physical activity and ultimately lead a healthier lifestyle.

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