



News Release

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Switch2Health Corp. and Carnegie Sports Group Announce Marketing Partnership to Promote Healthy Lifestyles.

Switch2Health Corp. (S2H), a leading enabler of improved health & wellness, and Carnegie Sports Group, a leading strategic marketing company, today announced a partnership agreement aimed to extend the market reach and exposure for an innovative solution to reward individuals for healthy lifestyles.

“We are pleased to partner with Carnegie Sports Group who has significant expertise in developing marketing programs driven to deliver measurable business results and achieve social goals,” said Seth A. Tropper, President & CEO of Switch2Health.

Tropper noted that the S2H product promotes physical activity and enables businesses to build valuable and unique brand awareness and loyalty; reward customers for their physical activity; and to distinguish themselves as a promoter of healthy living.

“This partnership will focus on offering corporations and organizations an innovative product and for a great cause- whereby attempting to reverse the trend of obesity,” said Harrie Bakst, President and Founder of Carnegie Sports Group.

.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. For additional information contact Seth A. Tropper at Seth@S2H.com.

About Carnegie Sports Group

Carnegie Sports Group, founded in 2007, is a philanthropy consulting firm specializing in cause-marketing and corporate social responsibility. For more information, visit www.carnegiesportsgroup.com.