



News Release

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Switch2Health Corp. launches Consumer Solution to Get Kids Physically Active and to Reduce Childhood Obesity.

Switch2Health Corp. (S2H), a leading enabler of improved health & wellness, launched the S2H REPLAY product and S2H.COM in response to the growing epidemic of childhood obesity.

The product integrated with the interactive website will enable users to earn rewards for their physical activity, challenge other users in a competitive environment, and interact socially with the S2H.COM community.

“We are excited with the launch of the consumer solution and to promote physical activity”, said Seth A. Tropper, President & CEO of Switch2Health. “We enable individuals to build value and to benefit from their own physical activity, which is a critical component in motivating healthy lifestyles.”

The S2H REPLAY is a wrist-worn physical activity monitor as well as a watch. Available in 6 popular colors, the silicone band is being viewed as the next generation “LiveStrong” band. Yet this product reveals a unique reward code after 60 minutes of physical activity. The reward code is then uploaded on S2H.COM where users earn and accumulate points toward valuable rewards. S2H.COM also facilitates physical activity challenges whereby parents may challenge children and friends challenge friends.

“This consumer solution will create a culture where physical activity is not only healthy, but fun and socially desirable”, Tropper explained. “By increasing participation in physical activity, S2H will change the behavior and improve the health of individuals. Sedentary lifestyle is partially responsible for an epidemic in the U.S. and around the world. The epidemic is: overweight and obesity.

.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 communities, 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.