



## News Release

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### **Switch2Health Corp. Receives Grant from The New Jersey Commission on Science and Technology to Support the Growth of High Technology Companies.**

Switch2Health® Corp. (S2H), a leading enabler of improved health & wellness, was awarded a \$65,000 grant by The Commission on Science and Technology (NJCST) in support of the Entrepreneur Fellowship Program. The award was on a competitive basis, and designed to assist emerging businesses achieve critical milestones in their commercialization path.

The grant will enable S2H to hire Goutham Bhadri, a Columbia University MBA graduate with expertise in marketing and entrepreneurship. “Mr. Bhadri will be instrumental in the planning and execution of the consumer product launch which is scheduled for 4Q09”, said Seth A. Tropper, President & CEO of Switch2Health.

“The Commission's priorities remain focused on helping New Jersey maintain its high-technology edge through the commercialization of innovative new technologies,” *Commission Chairman James Coleman, Jr. said.* “This award is designed to bring much needed business expertise to help early stage companies in all facets of their development.”

“We are grateful to the New Jersey Commission on Science & Technology for recognizing the efforts of S2H in this fight against obesity,” said Tropper. Physical activity is a critical component in the equation to solve the problems of overweight and obesity. “We are excited with the launch of the consumer product and to promote physical activity”, said Tropper. “We enable individuals to build value and to benefit from their own physical activity, which is a critical component in motivating healthy lifestyles.”

### **About Switch2Health Corporation**

Switch2Health® Corp. 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. For additional information contact Seth A. Tropper at [seth@s2h.com](mailto:seth@s2h.com).

### **About The New Jersey Commission on Science and Technology**

The New Jersey Commission on Science and Technology is dedicated to improving the quality of life for New Jersey's citizens and promoting economic development by keeping New Jersey at the forefront of scientific and technological advances. Established in 1985, the NJCST is responsible for the development and oversight of policies promoting science and technology research and entrepreneurship. Commission members include business leaders, university leaders, scientists, legislators and representatives from the Governor's Office for Economic Growth, and the Commissioner of the New Jersey Department of Education.