



**FOR IMMEDIATE RELEASE**

## **Switch2Health Selected to Participate in the Small Business Consulting Program at Columbia Business School**

**New York, NY (March 16, 2010)** – Switch2Health Corp (S2H), an organization leading the charge to improve the health and wellness of people through motivation and rewards, today announced that they have been selected to the small business consulting program at Columbia Business School; whereby a team of 4 Columbia MBAs will provide consulting services over the course of one semester.

The Small Business Consulting Program ("SBCP") is a student organization dedicated to serving small businesses and non-profit organizations through semester-long pro-bono engagements. The SBCP mission is to 1) help small businesses benefit from the knowledge existing within the Columbia Business School community 2) provide MBA students with tools and hands-on experience that will make them more effective managers and consultants 3) improve Columbia Business School's impact on the community and 4) leverage the energies of MBA students in philanthropic activities.

"S2H is delighted to have been selected through the competitive process and realizes the tremendous value Columbia MBAs may add to certain areas of the company", said Switch2Health Director of Business Development and Columbia MBA alum Goutham Bhadri. "This is truly a win-win scenario. Having recently launched product to the marketplace, S2H will benefit from four very talented individuals with interest in entrepreneurship and marketing, while the MBAs will benefit from real-world experience".

Emilio Iribarren, the team captain, said "I joined the SBCP in order to bridge the gap between the theory we learn in the classroom and the real-world experience of helping a business grow. I wanted to have a platform to apply the concepts I learned at CBS and the SBCP provided an opportunity to see the full impact of my work on a company. "

When deciding which project to work on, Emilio added "I chose S2H because the mission of the company appealed to me and I believed in the product they are trying to market. The opportunity to get involved in a business that has tremendous economic upside in addition to a strong social mission is rare in today's business world and I wanted to be part of that."

Students will receive extensive training by McKinsey & CO. during their project term and will be presented with a cash prize for the best performing member team, which will be selected by an expert panel of distinguished Columbia faculty and professional consultants from leading firms.

(more)



### **ABOUT SWITCH2HEALTH**

Switch2Health® Corp. believes that one of the most powerful tools in promoting healthy and active lifestyles is personal motivation. By integrating products based on patent pending technology with S2H.COM, S2H is creating a destination where consumers are motivated and rewarded for physical activity. S2H inspires people to increase physical activity whereby, changing behavior and improving the health and well being of individuals. For more information, visit [www.s2h.com](http://www.s2h.com) or contact Seth A. Tropper at [seth@s2h.com](mailto:seth@s2h.com) or (201) 406-2057.

### **ABOUT THE SMALL BUSINESS CONSULTING PROGRAM**

The Small Business Consulting Program (“SBCP”) was established in 1998 by a group of Columbia MBA students seeking to complement their studies with the practical application of business skills and tools, while contributing to the local business community. SBCP works with entrepreneurs, non-profit organizations and other businesses in the New York City area to provide quality pro-bono consulting services in a broad range of areas, including accounting, finance, marketing, organizational development, operations, e-commerce and strategy.