



FOR IMMEDIATE RELEASE

Survivor Winner, Ethan Zohn, Partners with Switch2Health to Challenge Youth to Be Active through an Innovative Rewards-based Fitness System

NEW YORK, March 23, 2010 -- Switch2Health Corp. (S2H), an organization leading the charge to improve the health and wellness of people through motivation and rewards, today announced that Ethan Zohn has joined the company in a strategic partnership. Zohn will serve as a company spokesperson to actively promote the S2H brand, and advise the company on healthy lifestyle programs for children.

Switch2Health's signature product is the S2H REPLAY, a fun and innovative wrist-worn device that allows users to quantify their level of physical activity. Upon completion of 60 minutes of physical activity, the device generates a reward code which can be entered at S2H.com, whereby users earn and accumulate points towards great rewards. .

“Physical activity has always been an important part of my life, as a child, professional athlete, and today,” said Zohn. “Now, more than ever, we need to inspire youth to lead healthy, active lifestyles. S2H has developed an innovative and fun way to reward kids who are committed to their own health and wellness.”

In 2002, after winning Survivor Africa, Zohn co-founded Grassroot Soccer (GRS), a nonprofit organization that trains professional soccer players to teach African children, through a tailor-made curriculum, about HIV & AIDS prevention. Since its founding, GRS has caught the attention of now partners Gates Foundation, FIFA Futbol for Hope, Daimler Chrysler, DeBeers and Kellogg Foundation, and ‘graduated’ more than 300,000 youth. Ethan is currently a featured columnist for Tonic.com, a media property that reports only the good news and positive actions that happen every day around the world. Zohn is also a celebrated TV personality and host of EarthTripping, an eco-friendly travel and adventure show. He hosted The *MSG Soccer Report* (Madison Square Garden Network) and *F.C. Fox* (Fox Soccer Channel), in addition to working as a sideline commentator and soccer analyst for US Soccer, MLS, MISL, and ESPN Radio. His other credits include *Survivor: All-Stars*, *Eco-Challenge Fiji*, *Fear Factor*, *Challenger World*, *Celebrity Paranormal Project*, regular guest-host on MTV as well as TV and print campaigns for HP, Nike and Puma.

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Additionally, Zohn's charitable efforts have been awarded the Nkosi Johnson Community Spirit Award by the International Association of Physicians in AIDS Care, the Heroes Among Us Award from the Boston Celtics and the Massachusetts State Health Department, and the Auxilia Chimusoro Award from the U.S. State Department in Zimbabwe.

"We are excited to have Ethan Zohn join the effort to curb sedentary lifestyles in the prevention of childhood obesity," said Switch2Health President and CEO Seth A. Tropper. "As a former professional soccer player, and in his various other ventures, Ethan has a proven commitment to youth and will be a strong advocate for physical activity and S2H. Ethan's broad, national appeal will be a strong asset as we share our message with the nation's youth and their families."

S2H is actively working with a growing number of high schools, secondary schools and educational institutions throughout the Northeast. Other S2H programs have included NFL Play60, Harlem Globetrotters, and State Farm Insurance.

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 or contact Seth A. Tropper at seth@s2h.com or (201) 406-2057.