

News Release

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Switch2Health Corp. Awarded Most Innovative Product/Service at the 2008 NJTC Venture Conference

Switch²Health™ Corporation (S2H) received the “Most Innovative Product/Service” Award from the New Jersey Technology Council at the 2008 NJTC Venture Conference in late March. The company is in the process of commercializing innovative products based on its patent pending technology which, once integrated with a rewards based interactive website, will motivate individuals to be physically active and ultimately lead a healthier lifestyle.

S2H is creating “The New Currency of Health,” according to President and CEO Seth A. Tropper. “Through our website individuals will be able to build value and to benefit from their own physical activity.”

Through a dynamic social networking website and sophisticated marketing tools, S2H will create a culture where physical activity is desirable, Tropper explained. “By increasing participation in physical activity, S2H will change the behavior and improve the health of individuals which is partially responsible for an epidemic in the U.S. and around the world. “

The epidemic, he said, is obesity, noting that physical activity is a critical component in the equation to solve the problems of overweight and obesity. “Overweight and obesity has reached epidemic proportions in the U.S., as well as worldwide. According to national data, it is estimated that 65 percent of Americans are now overweight or obese,” Tropper said. “The real challenge is in motivating individuals to be physically active.”

About Switch2Health

Switch²Health™ Corporation (S2H), founded in November 2005, is an early stage developer of unique technologies and programs that will challenge the epidemic of overweight and obesity. For additional information contact Seth A. Tropper at Seth@switch2health.net

About The New Jersey Technology Council

The New Jersey Technology Council provides business support, networking opportunities, information, advocacy and recognition of technology companies and their leaders. Founded in 1996, NJTC's more than 1,200 member companies work together to support their own enterprises while advancing New Jersey's status as a leading technology center in the United States. Visit www.njtc.org for more information.