

## News Release

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### **Switch2Health Corp. Launches the KINETIC Coupon to Encourage Physical Activity at HealthCorps Enchanted Garden Gala**

Switch<sup>2</sup>Health™ Corporation (S2H) launched the KINETIC Coupon at the HealthCorps Enchanted Garden Gala in late April. In a limited launch, the Company provided the KINETIC Coupon, a wrist-worn device to quantify physical activity, to each guest to motivate and incentivize physical activity throughout the evening. This innovative product based on patent pending technology is integrated with S2H.COM, a rewards-based interactive website, to 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." 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 the epidemic of obesity in the U.S. and around the world."

HealthCorps Founder and Chairman Dr. Mehmet Oz hosted the Gala, which is an annual event bringing together celebrities, corporate executives, and others to raise awareness to the epidemic of child obesity.

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," said Tropper "The real challenge is in motivating individuals to be physically active, and Switch2Health has the solution."

### **About Switch2Health**

Switch<sup>2</sup>Health™ 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](mailto:Seth@switch2health.net)

### **About HealthCorps**

HealthCorps is a health, educational and mentoring program that teaches American youth about the workings and wonders of their bodies through in school seminars on diet, nutrition, and exercise. HealthCorps empowers children to become educated consumers and to make shifts in behavior that can be measured by changes in rates of obesity and physical fitness as well as mental resilience and self esteem. Visit [www.healthcorps.org](http://www.healthcorps.org) for more information.