

## News Release

July 8, 2008  
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### **Switch2Health Corp. Receives Grant from The New Jersey Commission on Science & Technology to Challenge the Epidemic of Overweight and Obesity**

Switch<sup>2</sup>Health™ Corporation (S2H), an early stage developer of unique technologies and programs that will challenge the epidemic of overweight and obesity, was awarded a \$50,000 grant by The New Jersey Commission on Science and Technology (NJ CST) to accelerate the business development process and produce significant value for the company. The award was on a competitive basis, and designed to assist emerging businesses achieve a critical milestone in their commercialization path.

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."

"We are grateful to the New Jersey Commission on Science & Technology for recognizing the efforts of Switch2Health in this fight against obesity," said Seth A. Tropper, President & CEO. 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 The New Jersey Commission on Science & Technology**

NJCST, established in 1985, is responsible for the development and oversight of policies and programs promoting science and technology research and entrepreneurship in New Jersey. Commission members include business leaders, university leaders, scientists, the Secretary of Commerce and Economic Growth Commission, the Commissioner of Education, a representative of the Governor and three legislators.