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INCENTONE ACHIEVES 2 MILLIONTH HEALTH MILESTONE

Incentive Programs Driving Activities and Behavior Changes to Reduce Costs

LYNDHURST, NJ — June 23, 2009 — IncentOne (<http://www.incentone.com>), the leading provider of technology-driven incentive solutions to the health care industry, announced today that it has achieved a significant accomplishment – Driving its 2 millionth health milestone. The 2 million milestones driven by IncentOne’s Health Power™ integrated platform are comprised of various health programs designed to drive cost reductions. The 2 million milestones include more than:

- 1,600,000 milestones in Exercise Programs
- 140,000 milestones in Healthy Eating Programs
- 88,000 milestones in Health Risk Assessment Programs
- 100,000 milestones in Screenings and Physical Exam Programs including BMI, colon, mammogram, pap smear, diabetes, blood pressure, and cholesterol
- 25,000 milestones in Weight Management Programs
- 20,000 milestones in Smoking Cessation Programs
- 20,000 milestones in Dental Health Programs
- 15,000 milestones in Flu Vaccine Programs
- 13,000 milestones in Stress Management Programs
- 12,000 milestones in Personal Health Record Programs
- 7,500 milestones in Recycling and Conservation Programs
- 5,000 milestones in Disease Management Programs

“The health community agrees on the actions consumers and providers need to take to deliver cost savings,” says Michael Dermer, CEO and President at IncentOne. “Our Health Power Platform connects data from more than 100 health plans and partners. This allows us to align incentive spending directly to these actions. As President Obama often cites, the ability to drive consumers and providers to critical actions by using health IT will deliver the cost savings that we all strive for. We are seeing the strong impact of incentives in health plan, health service, provider and employer programs.”

About IncentOne

IncentOne’s technology-driven incentive solutions are used by health care clients representing more than 75 million individuals to drive health care cost reductions. IncentOne combines its solutions with its industry leading data on the performance of incentives, knowledge and expertise in incentive program design and execution. IncentOne’s passion is to drive success for its customers and the broader mission of changing the health care system “one activity at a time.” For more information, visit <http://www.incentone.com>.