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HFC Pioneers Innovative Approach to Employee Health Improvement with EMPOWERED™ Health Coaching

MINNEAPOLIS, MARCH 20, 2007—Health Fitness Corporation (OTC BB: HFIT), a leading provider of fitness and health management services, introduces EMPOWERED Health Coaching, a new multi-media solution designed to increase employee engagement in personal health improvement, producing measurable outcomes for participants and employers.

EMPOWERED leverages the efficiencies and convenience of Web-based applications with the accountability and support of a health coach. With this innovative approach, participants receive 24/7 access to resources, with the freedom to choose how they receive individualized feedback—via the Web, phone or face-to-face sessions—from their health coach. Employees only need to complete a health assessment (HA) to enroll.

“EMPOWERED Health Coaching helps clients reduce their medical costs and improve productivity by optimizing health-coaching resources to targeted employees,” Brian Gagne, national vice president, health management services, said. “Our health-coaching solution leads to improved outcomes with measurable results in areas such as lower blood pressure, smoking cessation and reduced body mass index levels.”

Research shows that participants who use coaches significantly reduce their risks associated with high cholesterol, high blood pressure, obesity, low activity levels, and other indicators, compared to those who do not.

Advantages of EMPOWERED include:

- *A whole-person approach.* With EMPOWERED, coaches help employees live healthier lifestyles, rather than focusing solely on health risks. Participants and coaches work collaboratively and stay connected through a secure Web-based message board and/or the phone for up to 12 months.
- *Personalized support for change.* EMPOWERED applies aspects of motivational interviewing, Prochaska’s Transtheoretical Behavior Change Model, positive psychology and social cognitive theories, which help individuals build commitment and motivation as they move through the process of change. With this approach, participants work on behaviors they want to and are ready to address.
- *Performance-based pricing.* Employers pay for what their employees actually use.

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“We’re excited to offer an integrated coaching model that permits individuals to determine their preferred method of lifestyle engagement,” Gagne said. “By allowing participants to choose which medium works best for them to receive coaching support, EMPOWERED delivers increased participation and improved outcomes for our clients.”

About HFC

Health Fitness Corporation (HFC) is a leading provider of employee health improvement services to Fortune 500 companies, the health care industry and individual consumers. Serving clients for more than 30 years, HFC partners with employers to effectively manage their health care and productivity costs by improving individual health and well-being. HFC serves more than 400 clients globally via on-site management and remotely via Web and telephonic services. HFC provides a complete portfolio of health and fitness management solutions including a proprietary health assessment platform, screenings, EMPOWERED™ Health Coaching and delivery of health improvement programs. HFC employs more than 3,000 health and fitness professionals in national and international locations who are committed to the company’s mission of *“improving the health and well-being of the people we serve.”* For more information on HFC, visit www.hfit.com.