



FOR IMMEDIATE RELEASE

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HealthFitness Named Lead Integrator for MillerCoors' Health Improvement Program

In its expanded role, HealthFitness will drive health improvement initiatives throughout the organization

MINNEAPOLIS (August 18, 2009) — Health Fitness Corporation (NYSE Amex: FIT), a leading provider of integrated employee health and productivity management solutions, today announced that MillerCoors recently awarded HealthFitness an expanded role in leading its company-wide health management strategy.

MillerCoors has been a client of HealthFitness since 2004, when HealthFitness began managing the beer company's renowned Wellness Center/Program based out of Golden, Colorado. HealthFitness will soon move into the role as lead integrator for health-related programs to maximize engagement of the employee population and ultimately drive health improvement results for the system-wide MillerCoors organization.

"We are pleased to have been chosen to lead MillerCoors' health management strategy," said Gregg O. Lehman, Ph.D., president and chief executive officer, HealthFitness. "We have been providing integration services for various clients informally and now we have developed a proprietary standard capability for clients such as MillerCoors as a new opportunity to improve the health of the employee population and to ensure results."

In its expanded role, HealthFitness will be responsible for the overall implementation and management of health-related programs, services and processes, as well as it will be providing its eHealth platform, health risk assessment, health coaching, fitness, health education and behavior change programs to ensure participant engagement strategies are aligned across health-related providers. In addition, HealthFitness contributes to MillerCoors' occupational health services line through the company's Golden, Colorado-based Wellness Center by providing on-site physical therapy, ergonomic evaluations, a range of injury prevention services, work conditioning programs and more.

“Going forward, we will focus our efforts on helping MillerCoors create and sustain an overall culture of health which helps the company’s employees lead healthier, more productive lives,” Lehman stated. “Our role is to identify employees at risk for health and injury issues and provide them with the services and support to help them become healthier. We also help healthy employees stay healthy.”

MillerCoors became the second largest beer company in America on July 1, 2008, when it was formed through a joint venture of SABMiller and Molson Coors Brewing Company. The company operates eight breweries as well as one microbrewery in the U.S. Its corporate headquarters are in Chicago.

About HealthFitness

HealthFitness is an award-winning provider of integrated health promotion and fitness management solutions to Fortune 500 companies, the health care industry and individual consumers. With 30-plus years of experience, HealthFitness partners with employers to effectively manage health care and productivity costs by improving individual health and well-being. HealthFitness provides a portfolio of solutions, including best-in-class integration, INSIGHT[®] Health Risk Assessments, screenings, EMPOWERED[™] Health Coaching, and fitness facility design and management. For more information on HealthFitness, visit www.hfit.com.

Forward Looking Statements

Certain statements in this release, including, without limitation, statements relating to the company’s ability of reducing employee health risks or decreasing health care costs and creating healthier, more productive employees, thereby giving companies a competitive advantage in their respective markets, are forward-looking statements. Any statements that are not based upon historical facts, including the outcome of events that have not yet occurred and the company’s expectations for future performance, are forward-looking statements. The words “potential,” “believe,” “estimate,” “expect,” “intend,” “may,” “could,” “will,” “plan,” “anticipate,” and similar words and expressions are intended to identify forward-looking statements. Such statements are based upon the current beliefs and expectations of management. Actual results may vary materially from those contained in forward-looking statements based on a number of factors including, without limitation, the company’s inability to deliver the services and other factors disclosed from time to time in the company’s filings with the U.S. Securities and Exchange Commission including our Form 10-K for 2008 as filed with the SEC. You should take such factors into account when making investment decisions and are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date on which they are made. The company undertakes no obligation to update any forward-looking statements.

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