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Health Fitness Client Pioneer Hi-Bred International, Inc. Earns Platinum Award from Wellness Councils of America

Minneapolis, Minnesota, Nov. 30, 2004 — One of the most coveted awards in the world of corporate health and wellness, the Platinum Award, presented annually by the Wellness Councils of America (WELCOA), has been won by Pioneer Hi-Bred International, Inc., the world's leading provider of advanced plant genetics. Health Fitness Corporation (BB: HFIT), the leader in the corporate health improvement services, based in Minneapolis, manages the Pioneer fitness center, which contributed to Pioneer's receipt of this honor.

The Platinum Well Workplace Award is the highest level of Well Workplace Awards and represents the pinnacle of worksite wellness programming. The award is presented to organizations that have previously won the Gold Well Workplace Award and are linking health promotion objectives to business outcomes.

“Without question, Health Fitness has been a valuable partner in the delivery of our high quality fitness center that was one component helping Pioneer win the Platinum Award,” said Jill Norris, Pioneer Preventive Health Services manager. “From the beginning of our relationship, the Health Fitness team was instrumental in demonstrating the effectiveness of our fitness center to our employees.”

“Equally important, they presented participating employees with weekly and monthly personal statistics that enabled them to measure their progress. This data also enables our management to evaluate the value of this investment in our employees' health and wellness,” Norris added.

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As a business partner, HFC manages the day-to-day operation of the 3,000 square foot Pioneer fitness center. Parts of HFC's management responsibilities include tracking and evaluating utilization of the center, demographics, health status improvement, member satisfaction and cost/benefit threshold.

Since the center opened in October 2003, the fitness center has realized an average utilization rate of 75 percent. At the end of two years, Pioneer will evaluate the data from its tracking and evaluation process and propose either a continuation of the current center or an expansion to a larger facility that can accommodate more employees, spouses and retirees.

"We are proud that our valued client Pioneer has won this coveted Platinum Award from WELCOA and honored that HFC has played a part in making it possible," said Jim Narum, National Vice President, Account Services of Health Fitness Corporation. "Even more important is our satisfaction in the number of Pioneer employees we have positively impacted from a health improvement perspective."

Health Fitness Corporation is the leading provider of results-oriented health improvement solutions to corporations, hospitals, universities and communities. HFC has been serving clients since 1975 and manages more than 400 sites across the United States and Canada. For more information about HFC, go to www.hfit.com.

For more information on WELCOA, visit www.WELCOA.org.