



## FOR IMMEDIATE RELEASE

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UnitedHealth Group Business Unit Executive Michael Zdychnec  
Named Vice President of Marketing for Health Fitness Corporation

MINNEAPOLIS, May 17, 2005 — Health Fitness Corporation (OTC BB: HFIT) announced today that Michael J. Zdychnec, currently senior vice president of marketing and product development for ACN Group, a business unit within United Health Group in Minneapolis, will join the company as vice president of marketing, effective May 31, 2005.

Zdychnec, who has 26 years of experience in the healthcare industry, has been with ACN Group since 1996 and part of UnitedHealth Group since the company's acquisition in 2001. Most recently, as a member of ACN Group's Executive Committee, he has been responsible for the development and launch of a highly visible consumer health and wellness business unit directed at the consumer health care market. This business unit has focused on providing solutions to get individual consumers engaged as active participants in today's healthcare system through exercise, nutrition, and other wellness services.

"The addition of a proven, senior marketing executive from an innovative business segment within one of America's most successful healthcare companies is a testament to the strength and market leadership of Health Fitness in the health management services and fitness management sector of this industry," said Jerry Noyce, Health Fitness president and CEO. "We are very pleased to add Michael to our senior management team."

Prior to joining ACN Group in 1996, Zdychnec was an employee benefits and health care strategy consultant for James Bissonnett and Associates, Inc. in Eden Prairie, Minnesota. He has also served as director of client services for Health Risk Management and as director of account management/client relations and product development for Medica Health Plans in Minneapolis. Earlier in his career, he held management positions in marketing, operations, and product development with Travelers National Health Plans and Blue Cross/Blue Shield of Iowa.

Zdychnec is an economics graduate of Iowa State University and has done graduate work at Drake University.

#### ABOUT HEALTH FITNESS CORPORATION

Health Fitness Corporation is a leading provider of results-oriented health improvement management services to corporations, hospitals, universities and communities. Serving clients since 1975, the Health Fitness provides fitness and health improvement services at more than 400 sites across the United States and Canada. For more information about Health Fitness Corporation, visit [www.hfit.com](http://www.hfit.com).