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U.S. Preventive Medicine Featured on Hannity
Groundbreaking Approach to Prevention Supported by Frank Luntz Focus Group

DALLAS, TX and JACKSONVILLE, FL (January 4, 2010) Christopher Fey, Chairman and CEO of U.S. Preventive Medicine, today announced the company's groundbreaking approach to prevention was featured on Hannity on FOX News Channel. Prominent pollster Frank Luntz and his focus group discussed the company's video, "Sick of the Health Care Debate."

In the featured segment (www.MoreGoodYears.com), Fey contended the United States should increase its focus on preventing illness by helping people stay healthy, providing medical direction for people at risk, and offering chronic care management to slow the progression of disease. Fey discussed The Prevention Plan™, a suite of services for preventing disease, managing health conditions and helping people navigate the health care system.

The focus group overwhelmingly supported U.S. Preventive Medicine's vision for proactive health care. One focus group participant said, "It will cost the government less in the long run if we focus more on prevention efforts rather than trying to fix the sick."

A preventive health care entrepreneur, Fey's vision began more than 50 years ago when he lost his father to colon cancer just days after his first birthday. Fey founded U.S. Preventive Medicine, an independent provider of wellness, chronic condition management, concierge, care advocacy, and executive health services—all based on the clinical science of preventive medicine.

The focus group's positive response echoed the growing support in the United States for a proactive approach to health care.

"As our movement has advanced, we have been heartened to find strong bipartisan support for our prevention initiatives," said Fey. "Our company has been active on Capitol Hill and in state

capitals across the country to help lawmakers on both sides of the aisle understand how to develop a culture of wellness in the United States. Keeping people healthy and better managing chronic conditions is the only way we will stem health care costs.”

About U.S. Preventive Medicine:

U.S. Preventive Medicine® (www.USPreventiveMedicine.com) is leading a global preventive health care movement focused on saving lives and money by keeping people healthy and better managing chronic conditions before they progress. The company provides a suite of innovative wellness, chronic condition management, concierge, care advocacy, and executive health services—all based on the clinical science of preventive medicine. The world’s first preventive health benefit, The Prevention Plan™ (www.MoreGoodYears.com) moves beyond traditional wellness to identify each individual’s top health risks and design a customized action plan supported 24x7 by nurse coaches. The company is one of the few accredited in wellness and health promotion by NCQA as well as disease management by URAC.