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**U.S. Preventive Medicine[®] Enters Senior Care Market
With The Prevention Plan Prime[™]**

DALLAS, TX and JACKSONVILLE, FL (May 11, 2009) —Targeting 35 million American seniors, particularly those individuals living in senior communities across America, U.S. Preventive Medicine[®] is launching its first entry of The Prevention Plan Prime[™] into the senior market in Florida.

Senior Care Group, Inc., a national developer of senior living communities, has selected U.S. Preventive Medicine to bring a hands-on prevention program directly into its upscale, independent neighborhoods in Florida. The first program will begin immediately in Arbor Trace/Tower Pointe in Naples, which includes private villas and mid- and high-rise condominiums. The Prevention Plan Prime is planned for implementation in other Senior Care Group locations, including Tampa, St. Petersburg and St. Augustine.

The Prevention Plan Prime is designed to meet the unique needs of seniors with onsite highly trained prevention professionals who focus on enhancing members' health and vitality. By closely collaborating with the medical staff at the Senior Care Group communities, RN Advocates provide each member with thorough, long-term preventive services such as health risk assessments, personal coaching, resource coordination and other advocacy services. Other member benefits include having a personal liaison with family and communities services as well as lifestyle improvements related to key concerns such as safety, diet and exercise.

“Our senior care product will expand across Florida and the U.S. as we refine the model and maintain our position as a market leader,” said Dan Tillotson, CEO of The Prevention Plan. “We are particularly excited about working with an innovator such as Senior Care Group because they integrate forward thinking features that seniors today seek and will be an excellent partner as we refine this program.”

The number of aging seniors and baby boomers continues to spiral upward. According to U.S. Census Bureau statistics, in 2030 nearly one in five U.S. residents is expected to be 65 and older. This age group is projected to increase to 88.5 million in 2050, more than doubling the

number in 2008 (38.7 million). Similarly, the 85 and older population is expected to more than triple, from 5.4 million to 19 million between 2008 and 2050.

“The Prevention Plan Prime was put on the fast track to meet both client demand and projections that show these groups have health care needs that should be addressed with intensive primary, secondary and tertiary preventive medicine,” said Tillotson. “Chronic diseases can exact a heavy health and economic burden on older adults and we have the experience and products to reduce their risk of disease and disability. Poor health is not an inevitable consequence of aging and this program is specifically designed to help residents have a life full of energy and vigor.”

U.S. Preventive Medicine, an emerging leader in prevention, offers a suite of powerful prevention, early disease detection and chronic condition management programs, including its groundbreaking The Prevention Plan, which improves health outcomes while reducing health care costs. The Prevention Plan is the first-of-its kind benefit concept solely focused on preventive care, enabling individuals to determine their top health risks and receive a customized plan and ongoing personal attention to lower those risks, and become healthier. Customized programs are available for employers that measure results and deliver a guaranteed return on investment by lowering their health care costs. The Prevention Plan *CM*[™] brings intensive disease management to individuals with costly chronic conditions. The Prevention Plan Prime is its latest offering.

“Bringing The Prevention Plan Prime to our residents makes sense in so many ways,” said David Vaughan, Chairman of the Board of Senior Care Group, which is based in Tampa. “Our business strategy centers on presenting the next generation of services and options to residents in our senior living communities. By providing the leading prevention program right there at home, we are continuing to create an environment that brings them the tools and assistance they need for a lifestyle of vitality and good health.”

About U.S. Preventive Medicine[®]

U.S. Preventive Medicine[®], a privately-owned global prevention services company with clients nationwide and the United Kingdom, provides primary, secondary and tertiary clinical prevention services to government, employers and consumers that are data-driven and outcomes-oriented. Company products include the world’s first preventive health benefit, The Prevention Plan[™], available to buy or test drive at, www.USPreventiveMedicine.com and www.ThePreventionPlan.com.