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Macaw Mobile App from U.S. Preventive Medicine Wins CTIA E-Tech Award

-- Macaw Recognized for Innovation in Mobile Applications: Health, Wellness and Fitness --

Jacksonville, Fla. and Dallas, May 24, 2012 – U.S. Preventive Medicine's Macaw™, enabled by Qualcomm Life Inc., a wholly-owned subsidiary of Qualcomm Incorporated, was named the winner in the Mobile Applications: Health, Wellness and Fitness category of CTIA's Emerging Technology (E-Tech) Awards. In its seventh year, the CTIA E-Tech Awards honor the industry's most innovative wireless products and services in the areas of mobile apps, consumer electronics, enterprise and vertical markets and infrastructure. Winners were announced at International CTIA WIRELESS® 2012 taking place earlier this month in New Orleans.

Unlike other available health and fitness apps, Macaw is based on the clinical science of preventive medicine and is universally designed for people who exercise regularly as well as those who are novices when it comes to physical activity. By leveraging Qualcomm Life's expertise in wireless technology, Macaw will transform a smartphone into the ultimate personal health monitor, connecting an individual's health apps and wireless devices for tracking weight, fitness, overall activity and biometrics – including pedometers, glucose meters, activity armbands, scales, labs, sleep managers, mobile weight loss apps and blood pressure cuffs – into a single app for complete tracking.

Macaw currently allows integration with the Fitlinxx Actiped+ all-day activity monitor, WorkSmart Labs' weight loss and fitness app Noom Weight Loss and Withings WiFi Body Scale. Macaw users are able to track their physical activity, nutrition, progress and health knowledge while engaging in games that unlock prizes.

Macaw is available for download on the iPhone App Store and Android Market. You can also stay up-to-date by following Macaw on Facebook (Facebook.com/ThePreventionPlan), Twitter (@MacawApp) and YouTube (YouTube.com/MacawApp). View the video at www.youtube.com/macawapp.

"CTIA is pleased to congratulate U.S. Preventive Medicine and Qualcomm Life on winning the CTIA E-Tech Award for representing the best in wireless innovation for mobile applications in health, wellness and fitness," said Robert Mesirow, vice president and show director for CTIA.

Nearly 250 entries across 15 awards categories were judged by a panel of media and industry analysts and scored on innovation, functionality, technological importance, implementation and overall "wow" factor.

"This award helps to validate our mission of utilizing technology to transform the way people think about and manage their health," said Christopher Fey, founder, CEO and chairman of U.S. Preventive Medicine. "Through Macaw, U.S. Preventive Medicine is making it easier for people to engage in actions to improve their health while on the go. Macaw enables people to take control, improve their own health status, and possibly reduce their health care costs along the way."

For more information on the CTIA E-Tech Awards, visit www.ctiashows.com/awards.

To learn more about International CTIA WIRELESS 2012, visit www.ctiawireless.com.

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About CTIA
CTIA–The Wireless Association® (www.ctia.org) is an international organization representing the wireless communications industry. Membership in the association includes wireless carriers and their suppliers, as well as providers and manufacturers of wireless data services and products. CTIA advocates on behalf of its members at all levels of government. The association also coordinates the industry's voluntary best practices and initiatives, and sponsors the industry's leading wireless tradeshows. CTIA was founded in 1984 and is based in Washington, D.C.

About U.S. Preventive Medicine®
U.S. Preventive Medicine (http://www.USPreventiveMedicine.com) is leading a global preventive health movement focused on saving lives and money by keeping people healthy and better managing chronic conditions before they progress. Innovative products—The Prevention Plan™ web-based health management platform and Macaw mobile health & fitness app—are based on the clinical science of preventive medicine: primary (wellness and health promotion to keep healthy people healthy), secondary (screening for earlier detection/diagnosis) and tertiary (early evidence-based treatment to reduce complications and disability). The company is accredited in wellness and health promotion by NCQA (the National Committee for Quality Assurance) and disease management by URAC. More information can be found on Facebook (Facebook.com/ThePreventionPlan), Twitter (@USPM) and YouTube (YouTube.com/thepreventionchannel).

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