Contact:
Tricia L. Ridgway-Kapustka, APR, CPRC
U.S. Preventive Medicine, Inc.
(904) 562-6254; (904) 891-6320 Cell
TKapustka@uspreventivemedicine.com

U.S. Preventive Medicine® Health & Fitness App to Integrate with Withings WiFi Body Scale

-- "Macaw™" The Ultimate Health Hub, enabled by Qualcomm Life, Inc.

Jacksonville, Fla. and Dallas, TX, May 15, 2012 – U.S. Preventive Medicine, Inc., the leader in preventive medicine, today announced that Macaw™ from The Prevention Plan™, its mobile health and fitness app, is now integrated with the Withings WiFi Body Scale. This convergence of technology will provide users with a revolutionary way to manage their health.

Macaw is a full-feature app that assesses an individual's health risks and will serve as a hub to track health metrics and activity, as well as integrate information from other health and fitness apps, lab results and wireless devices. Using this wireless technology, the Withings scale will seamlessly integrate with the Macaw app.

The Withings WiFi Body Scale is the world's first WiFi-connected personal weight scale, which automatically records the user's body weight, lean and fat mass, and calculated body mass index (BMI) and automatically integrates that data with Macaw. Users of the mobile app will have a complete picture of their health, be able to track fluctuations in in the scale measurements over time, and track healthy activities and diet that correspond to those weight fluctuations.

For members of U.S. Preventive Medicine's The Prevention Plan, Macaw will also integrate this data between the mobile app and the Plan's online health management platform using technology and services provided by Qualcomm Life, Inc., a wholly owned subsidiary of Qualcomm Incorporated. Macaw can be downloaded for free on the iPhone and Android devices.

"U.S. Preventive Medicine plans to integrate Macaw with dozens of health devices, monitors and mobile apps in the coming months," said Christopher Fey, founder, CEO and chairman of U.S. Preventive Medicine. "By combining the paradigm shift of technology and the clinical discipline of preventive medicine, we hope to transform the way people think about, engage in and manage their health."

"We developed our WiFi Scale knowing that monitoring your weight on a daily basis is the key to reaching and maintaining a healthy lifestyle," said Withings Co-Founder Cedric Hutchings. "By partnering with U.S Preventive Medicine, our scale makes the tracking of weight for their users easy in an effort to support their global initiative in preventive health."

About Macaw™

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 has been able to 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, and 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.

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).

About The Prevention Plan™

The Prevention Plan is a personalized, step-by-step health management program designed to help people take control of their health. Through a full health risk appraisal and comprehensive blood test panel, The Plan identifies an individual's top health risks and designs a customized plan of action to reduce those risks. The Member is supported by health coaching, robust online tools, plan-wide challenges with rewards, and a dynamic Prevention Score℠ to help them stay motivated and on track to improving their health. A study published in the peer-reviewed journal *Population Health Management*, "The Impact of The Prevention Plan on Employee Health Risk Reduction," (October 2010) demonstrated that The Prevention Plan is effective in achieving measurable improvements in key health risk factors after just one year on the plan. Recent findings show that after two years on The Prevention Plan, members significantly reduced health risks in 14 of 15 key risk areas.

About Withings:

Withings designs, develops, and industrializes connected objects. Withings is a French start-up established by two executives from technology and telecom industry. With a focus on innovation and design for everyday products, Withings introduced in September 2009 its first-of-its-kind WiFi Bodyscale in the world. Withings is an actor of the Internet of Things and strives to increase the capacities of an object by adding network resources. The object's interfaces are also ported to devices like mobile phones or computers, to benefit from their resources. Withings makes internet connected objects including the WiFi Body Scale, Smart Blood Pressure Monitor, the Smart Baby Monitor and coming soon the Smart Baby Scale.

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