



For Immediate Release

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**Economic Downturn Creates Growth Opportunity for Prevention Services Firm,
U.S. Preventive Medicine, Inc.**

Predicts Triple Digit Annual Growth Ahead for 2008-2010

DALLAS, September 29, 2008 – In spite of the global economic downturn, U.S. Preventive Medicine[®], Inc. (www.USPreventiveMedicine.com), the leader in disease prevention services, predicts increasing pressure to reduce health care costs will drive annualized 100+% revenue growth for the company in years 2008-2010. The company provides primary, secondary and tertiary prevention services to government, employers and consumers through its innovative new defined health benefit, The Prevention Plan[™].

Christopher Fey, Chairman and CEO of U.S. Preventive Medicine[®], said, “We are predicting more than 100+% annual growth in our business in the years 2008 through 2010. We believe that as the economy slows, the pressure to reduce health care costs for government, employers and consumers is becoming more intense. In 2008, these costs in the U.S. will amount to approximately \$2.5 trillion, with a doubling in costs to occur within the next decade if a significant change is not made from our traditional ‘disease treatment’ health care system to a ‘prevention focused’ health care system.”

The pressure on the health care system will stem from several factors, with the most dramatic coming from a growing burden of individuals with current health risks, 133 million people with expensive chronic illnesses, and the 78 million Baby Boomers who will qualify for government programs over the next 20 years. Researchers have found that 75 percent of the nation’s health care expenditures are related to chronic conditions. According to a 2006 report in *Public Health*, chronic conditions drive 96 percent of the costs in the Medicare system and 83 percent in the Medicaid system, as well as causing two thirds of the rise in health care costs since 1980.

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“The challenge is to implement a national solution to the health care crisis now, before these trends bankrupt the country,” said Fey. “According to numerous studies the only way to reduce health care costs going forward is by adopting a nationwide approach to prevention, early detection and chronic disease management. For instance, the Milken Institute study, ‘An Unhealthy America: The Economic Burden of Chronic Disease’, forecasts that the economic impact of disease could be reduced by 27 percent over the next 15 years with the implementation of this approach. Considering that we will spend the majority of the \$2+ trillion dollars in annual U.S. health care expenditures on late stage chronic disease, these potential savings add up to a lot of money...hundreds of billions annually.”

In response to the current market needs, U.S. Preventive Medicine® has bundled services together in a ‘first-of-its-kind’ clinical preventive benefit that provides primary, secondary and tertiary preventive services in a user-friendly, web-enabled defined health benefit plan called The Prevention Plan™

“We make it simple by delivering a ‘one stop shop’ approach in an online and telephonic environment that has it all: risk stratification, comprehensive blood work, physician review, individualized prevention planning and follow through, integration with other health benefits, personal health records, 24x7 RN support, health care advocacy, custom chronic condition management, portability, total confidentiality and more...at a cost that will quickly provide a return on investment,” Fey said. “Companies have vision plans, dental plans, health plans. We believe the time has come for The Prevention Plan™.”

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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.

This news release contains forward-looking statements, which may not accurately reflect our actual results of operations. Some of the information in this news release contains forward-looking statements within the meaning of the federal securities laws. Forward-looking statements typically are identified by use of terms like “may,” “will,” “expect,” “anticipate,” “estimate,” and similar words, although some forward-looking statements are expressed differently. Readers should be aware that our actual results could differ materially from those contained in the forward-looking statements due to a number of factors, including insufficient capital resources, inability to compete effectively, adverse economic conditions, unanticipated difficulties in product development and inability to gain market acceptance and market share.