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FORMER WALMART EXECUTIVE, RONALD L. LOVELESS, JOINS U.S. PREVENTIVE MEDICINE AS VICE CHAIRMAN

DALLAS, TX/JACKSONVILLE, FL (January 4, 2012) - U.S. Preventive Medicine, Inc., the leader in prevention, has announced the appointment of Ronald L. Loveless as Vice Chairman. He will serve alongside Vice Chairman Ron Loeppke, M.D., MPH, FACOEM, FACPM, who joined the company in 2008 to direct product innovation, research, and clinical standards. Loveless, a retired executive of the world's largest retailer, Walmart Stores, Inc. and first CEO of Sam's Club, will play a key role in guiding the growth of U.S. Preventive Medicine in the U.S., as well as international markets.

Loveless' extensive business experience includes serving as the first CEO of Sam's Club. He was instrumental in leading the wholesale club to achieve more than \$1.5 billion in sales with 30 business units in just three years of operation. Previously, he served in numerous roles at Walmart, including Regional Vice-President, Assistant to Sam Walton and General Merchandise Manager. In these roles, Loveless worked on a number of special projects, including the design of a new up-graded store prototype and a nationwide buyer's training program. He went on to supervise more than 100 buyers and division merchandisers for the hardlines merchandising categories.

"Ron's expertise in helping to build what became the world's largest company, will be instrumental in guiding U.S. Preventive Medicine through the high growth phase of our company in the coming years. His professional approach, contacts and merchandising knowledge will help lead our company to unparalleled opportunities across the U.S. and internationally. We could not have a better person in our leadership group," said Christopher Fey, Chairman and CEO of U.S. Preventive Medicine.

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Loveless was recognized as a key executive in the growth of Walmart by the company's founder, Sam Walton, in his biography, "Made in America." Since his retirement from Walmart, Loveless has served as a consultant to retail and consumer products ventures in the U.S., Canada and Middle East, and special projects with Walmart. Additionally, he has served on numerous advisory boards for startup entities. Loveless recently released a memoir of his career at Walmart, entitled, "Walmart Inside Out" available on [Amazon.com](https://www.amazon.com) and select stores.

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/pages/US-Preventive-Medicine](https://www.facebook.com/pages/US-Preventive-Medicine)), Twitter ([@USPM](https://twitter.com/USPM)) and YouTube ([YouTube.com/thepreventionchannel](https://www.youtube.com/thepreventionchannel)).

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