



FOR IMMEDIATE RELEASE
March 3, 2011

CONTACT: Robin Schoen
Robin Schoen Public Relations
215.504.2122
rschoen@robinschoenpr.com

Limeade Launches Limeade GreenLine™
*Comprehensive Results-Based Corporate Wellness Program
Focuses on People, Rational Rewards and Simple Execution*

Bellevue, WA – Henry Albrecht, CEO of Limeade, today announced the launch of Limeade GreenLine™, a turn-key solution for results-based wellness programs that combines onsite screenings, advocacy and coaching from Worksite Wellness, assessment, social improvement and incentive management from Limeade, and comprehensive communications consulting from Benz Communications. [Worksite Wellness](#) is a full service wellness implementation company. [Benz Communications](#) is a Benefits communications strategy boutique. [Limeade](#) is an online corporate wellness platform.

Limeade GreenLine™ was designed to help high-performance employers launch and maintain a results-based wellness program that links meaningful financial savings to independently measurable health results. Additional information about Limeade GreenLine™ is available at <http://limeade.com>.

“Many companies want to reward the employees who do the most to show up for work ready, energized, and resilient. Tying biometric health results and improvement to what employees pay for benefits is one way for them to do this. Rampantly rising employer and employee health costs – now roughly \$10,000 per employee per year – and prevention-focused reforms to health insurance laws have created immense demand for this approach,” stated Mr. Albrecht.

“Employers want a rational, simple, positive delivery vehicle for results-based wellness. When done thoughtfully, results-based incentives can help employees, save money, reinforce a culture of performance, and crystallize the value of company-provided benefits,” Albrecht continued.

Wellness incentives grew 65% between 2009 and 2010, according to the National Business Group on Health, to \$430 per employee. According to research from Towers Watson, 67% of employees would welcome lower premiums for healthy workers (and those willing to improve), and 47% of employees would support higher premiums for workers unwilling to take such steps.

“We’ve seen companies succeed with results-based incentives by focusing on employees and their families, and on not just *being* healthy, but on *improving* health. With Limeade GreenLine™, we are providing a complete solution, well communicated” stated Jen Benz, founder and chief strategist of Benz Communications.

“Employers want a positive, engaging, low-cost solution that delivers sustained results – without adding to the hassles of the overworked HR executive, or alienating valued employees” added Dr. Darren White, CEO of Worksite Wellness.

Limeade GreenLine™ will be priced starting at \$99.95 per eligible employee per year and includes:

- Three-Year Strategy & Incentive Design
 - Initial planning, including organization and communications assessments
 - Incentive design recommendation
 - Three-year communications roadmap
 - HIPAA and other compliance protocols
- Incentive Management/Compliance
 - Simple, online descriptions about program rules and rewards
 - Triggered by participation, results and/or improvement
 - Appeals process management
- Screening Process Management/Integrated Health Assessment
 - Professional onsite biometrics screenings, with “teachable moment” onsite coaching and educational take-aways
 - Integrated screening and health, productivity and well-being assessment
- Ongoing Telephonic Advocacy, Coaching and Support
 - 3 months of confidential one-to-one expert support
- Ongoing Engagement, Goal Tracking and Social Challenges
- Strategic Guidance/Ready-to-use Employee Communications
 - Strategy recommendations and communication timeline
 - Full suite of communication materials, including in-person meeting presentations, web content, and print materials
 - Social Media Starter Kit, a comprehensive guide to using social media for all benefits communication
- Outcomes reporting

About Worksite Wellness

Worksite Wellness is a full service wellness implementation company, leveraging the latest technology, cutting edge research on wellness and human capital, and best-in-class wellness resources and practitioners. Worksite Wellness makes wellness fun and measurable through onsite/web based workshops, data driven wellness campaigns/challenges, biometric screenings and confidential health coaching. Additional information about Worksite Wellness may be found at <http://worksitewellness.net>.

About Benz Communications

Benz Communications is a benefits communications strategy boutique creating integrated employee benefits campaigns for employers committed to nurturing high-performing and satisfied employees. Benz Communications' clients include *Fortune* 500 companies, *Fortune* 100 Best Companies to Work For, and small- to mid-size companies. Additional information about Benz Communications may be found at <http://benzcommunications.com>.

About Limeade

Limeade is an online wellness company focused on building happy, healthy, high-performance workforces. Limeade provides a refreshing alternative to traditional, antagonistic wellness approaches, and connects all wellness programs in an integrated, cohesive user experience. Limeade clients include *Fortune* 100 Best Places to Work companies, healthcare providers, and large, high-performance employers. Additional information about Limeade may be found at <http://limeade.com>.

###