



**News Release
For Immediate Release
July 16, 2008**

**Oswald Companies, Anthem Blue Cross Blue Shield and
Wellness Coaches USA Finalize Wellness Partnership**

Blue Bell, PA – July 16, 2008 – Wellness Coaches USA (WCUSA), the leading national provider of workplace wellness coaching, is excited to announce that it has partnered with ERC Health and Anthem Blue Cross Blue Shield (Anthem) to provide workplace health coaching to ERC Health member companies. ERC Health, a health benefits consortium of over 170 middle market employers with approximately 12,000 employees in central and northern Ohio, will begin receiving services in August 2008. The partnership, which will be funded by Anthem, is in keeping with ERC Health's long standing commitment to the health, well-being, and quality of life of ERC Health's member employees.

The collaborative effort combines WCUSA's unique workplace coaching model, with Anthem's and ERC Health's vast array of health and wellness resources and programming, to provide members with a complete and comprehensive health management solution. "This is a ground breaking initiative," said Jay Vandegrift, President of WCUSA. "We are excited about this opportunity, and believe that this partnership with Anthem and ERC Health represents the most innovative, powerful and progressive approach to helping employees improve their health behaviors."

"We have a reputation for bringing truly effective total health solutions to our clients," said Robert Klonk, Executive Vice President for Oswald Companies. "The partnership we have facilitated with Wellness Coaches USA and Anthem further strengthens our ability to meet the financial and health improvement objectives of ERC Health's members."

ERC Health (www.erchealth.com) – ERC Health is an innovative health insurance program sponsored by ERC, Northeast Ohio's largest organization dedicated to HR and workplace programs, practices, training and consulting. The program is designed for employers with at least 51 benefit eligible employees and is underwritten by Anthem Blue Cross and Blue Shield.

Oswald Companies (www.oswaldcompanies.com) – Established in 1893 and headquartered in Cleveland, Oswald Companies and its 450 employees provide value-added products and global services in risk management, property and casualty insurance, life insurance, group benefits and retirement plans from offices in Florida, Michigan, Minnesota, North Carolina and Ohio. Oswald Companies is supported by 20,000 professionals at 117 independently owned insurance brokers on six continents as an Assurex Global Partner, a consortium of leading risk management and business insurance experts.

Wellness Coaches USA (www.wellnesscoachesusa.com) is the pioneer and leading national provider of workplace wellness coaching. This onsite wellness-coaching model, which is focused on improvement in employees' risky lifestyle and work behaviors, consistently achieves the highest levels of employee participation in wellness, and outstanding improvement in overall employee population health risks. Wellness Coaches USA obtains these results because it delivers the most powerful behavior change methodology – wellness coaching – to the only place where it is possible to generate and sustain very high levels of employee participation and engagement in wellness – and that's the workplace.