



FOR IMMEDIATE RELEASE

NJBIZ Honors New Jersey's Healthcare Heroes

New Jersey (May 24, 2010) – Switch2Health Corp. has been named a finalist in the Innovation Hero-Organization category of the 2010 NJBIZ Healthcare Heroes awards program. The award program, produced by NJBIZ, New Jersey's premiere business news publication, is presented by Horizon Blue Cross Blue Shield of New Jersey and sponsored by Bayada Nurses, Holy Name Medical Center, New Jersey Hospital Association, NJPURE, NJTopDocs.com and WithumSmith+Brown, PC.

The Healthcare Heroes awards program recognizes excellence and innovation and honors the efforts of individuals and organizations making a significant impact on the quality of healthcare in New Jersey. Finalists were selected in eleven categories: Corporate Achievement, Education Hero-Individual, Education Hero-Organization, Hospital of the Year, Innovation Hero-Individual, Innovation Hero-Organization, Nurse of the Year, Nursing Home/Assisted Living Facility of the Year, Physical Therapy Rehabilitation Center of the Year, Physician of the Year and Volunteer of the Year.

Finalists and winners were chosen by an independent panel of judges including: Allison DeBlois, New Jersey Health Care Quality Institute; Terrance F. Cahill, Seton Hall University and Sherise Ritter, Mercadien Group

The Healthcare Heroes awards finalists will be recognized and the winners in each category will be announced during a breakfast awards ceremony on June 25, 2010 at The Palace in Somerset Park.

For more information about the NJBIZ Healthcare Heroes awards program or to register for the event, please visit www.njbiz.com/events.

ABOUT SWITCH2HEALTH

Switch2Health® Corp., believes that one of the most powerful tools in promoting healthy and active lifestyles is personal motivation. By integrating products based on patent pending technology with S2H.COM, S2H is creating a destination where consumers are motivated and rewarded for physical activity. S2H inspires people to increase physical activity whereby, changing behavior and improving the health and well being of individuals. For more information, visit www.s2h.com or contact Seth A. Tropper at seth@s2h.com or (201) 406-2057.