



For Immediate Release

Marathon Health Joins Forces with New Balance for Employee Health
Associate Health Services Provided at Three Maine Locations

Burlington, VT, December 1, 2008 – Marathon Health, a leading provider of onsite employee health services and technology solutions, announced today that New Balance, a leading global athletic products company, has selected Marathon Health to develop, implement, and manage onsite health clinics for associates at their Norridgewock and Skowhegan, Maine facilities. In addition, the clinic’s medical staff will provide services to associates located in Norway, Maine.

“Our commitment to health is woven into the fabric of our business and the athletic products we produce,” said Carol O’Donnell, Vice President of Human Resources. “Working with Marathon Health provides our Maine associates with access to ‘true’ primary care—preventative screenings, health assessments and coaching for reducing risks, assistance with managing chronic conditions, and a trusted clinician to help understand the complexities of our healthcare system. Their commitment to the needs of the individual and their proven ability to help people make positive health improvements made them the ideal partner for advancing the New Balance culture of health and well being.”

Services available at the clinic, which will be staffed by a nurse practitioner and medical office assistant, include acute and urgent care, health assessments and coaching, disease management, and access to a comprehensive health technology platform with a Personal Health Record, consumer health information, and interactive health tools.

According to Marathon Health Chief Executive Officer Jerry Ford, New Balance is a perfect fit for our unique approach to employee health. “At Marathon Health, we focus on the needs of each person and provide a customized plan to help them achieve their goals,” said Ford. “In fact, our company name reflects our respect for the individual and the dedication and commitment it takes for people to change health habits, much like the dedication and commitment it takes to run a marathon,” said Ford. “It is a privilege to serve New Balance in Maine and to help advance the health and well being of their workforce.”

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About Marathon Health

Marathon Health offers a proven solution for helping employers reduce the total cost of healthcare. Our approach integrates the best practices of onsite primary care, health assessment with risk identification, coaching and advocacy, and disease and condition management for individuals with identifiable and controllable risk factors. Together, these services create a unique worksite health program. The Marathon Health solution produces superior results in terms of reducing the risk



profile and preventable claim costs for the population, resulting in substantial Return on Investment for our clients

At Marathon Health, we support our unique onsite health services model with our *Health Engagement System*[™] technology including our eHealth Portal with consumer medical content, interactive diet and fitness tools, and a personal health record, portable from carrier to carrier, and owned by the employee. Our technology is built around a sophisticated clinical decision support tool called Problem Knowledge Couplers, affording providers and patients alike with the information required for a complete problem oriented health record and a tailored plan of health management options for all risks and conditions. For more information please visit www.marathon-health.com.

About New Balance

New Balance, headquartered in Boston, MA has the following mission: Demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host. New Balance employs more than 4,000 people around the globe, and in 2007 reported worldwide sales of \$1.63 billion. For more information please visit www.newbalance.com.

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