

## **The Vitality Group Announces Expansion of Board of Directors**

*Mesirow Financial's Lester N. Coney joins noteworthy team of health care and business experts*

**CHICAGO – March 2, 2009** – Today The Vitality Group, developer of an incentive-based health enhancement program, announced the election of a new member to its Board of Directors. Lester N. Coney, executive vice president of Mesirow Financial and a prominent leader in Chicago's business and non-profit community, joins a distinguished list of board members including:

- Arthur C. Carlos, president and CEO, The Vitality Group
- Peter R. Dolan, former CEO, Bristol-Myers Squibb
- Steven B. Epstein, founder and senior health partner, Epstein Becker & Green, P.C.
- Richard Farber, chief financial officer, Discovery Holdings Ltd.
- William H. Frist, MD, advisor, Discovery Health, and former majority leader of the U.S. Senate
- Adrian Gore, co-founder and CEO, Discovery Holdings Ltd.
- Floyd D. Loop, MD, retired chairman and CEO, The Cleveland Clinic Foundation
- James M. Mead, vice chairman of the Board, retired president and CEO, Capital BlueCross
- Alan Pollard, CEO, Discovery Vitality
- Barry Swartzberg, co-founder and group executive director, Discovery Holdings Ltd.
- Derek Yach, vice president of Global Health Policy, PepsiCo

In 2006 Lester Coney joined Mesirow Financial, a diversified financial services firm headquartered in Chicago, and is responsible for originating and nurturing new business opportunities as well as expanding all lines of business.

"We are thrilled to have Lester Coney join our Board of Directors," said Arthur C. Carlos, president and CEO of The Vitality Group. "We have a strong board made up of experts in the health care industry, as well as business management, health and wellness, insurance, finance and government that understand the current challenges and opportunities we face as we work as a nation to reform health care. In 2009, the executive leadership and the Board of Directors of The Vitality Group will focus on expanding the company's presence and offering in the United States."

### **About The Vitality Group**

The Vitality Group, Inc. provides the innovative, incentive-based Vitality™ health enhancement program to organizations and their employees throughout North America. The Vitality program provides employees with personalized rewards for engaging in activities and adopting behaviors that result in lowered health risks. Vitality is actuarially proven to improve health, reduce health care costs, and generate a positive return on investment (ROI) for corporations. It is the only program that offers a guarantee of positive ROI. The Vitality Group is a member of Discovery Holdings Limited, a publicly traded company with more than \$3 billion in annual revenues, which pioneered the development of Vitality. With more than 1.5 million members across the United States, United Kingdom and South Africa, Vitality is the most experienced incentive-based health enhancement program in the world. Early adopters in the United States include Alcon, AOL, Aspirus, General Growth Properties, and Lenovo. Clients in South Africa and the United Kingdom include Bloomberg, Citibank, Coca-Cola, Dell, Goldman Sachs, IBM, Kraft, McDonalds, Microsoft, MTV, Nike, Oracle, and Samsung. For more information, visit [www.thevitalitygroup.com](http://www.thevitalitygroup.com).

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