

Media contact:
Cary Conway
cary@conwaycommunication.com
972-731-9242

The Vitality Group Awarded Federal Government Services Administration Contract

Seven-year contract for Information Technology Professional Services

CHICAGO – October 28, 2009 – The Vitality Group, developer of an incentive-based wellness program, today announced that it has been awarded a seven-year General Services Administration (GSA) Schedule 70 contract (GS-35F-0708V) by the U.S. Government for Information Technology, software and services.

The Information Technology (IT) Schedule 70 was established by the GSA to assist federal government agencies with their procurement of IT products, services and solutions. The award enables local, state, federal government and government-subsidized institutions to more quickly and efficiently obtain The Vitality Group's services.

"Rapidly rising healthcare costs are a growing threat to the financial stability of government organizations and municipalities across the country," said Arthur C. Carlos, CEO of The Vitality Group. "This is yet another example of why health and wellness efforts are critical to current reform efforts. This contract is a significant milestone for The Vitality Group to aid public employers in implementing incentive-based wellness programs."

About The Vitality Group

The Vitality Group is a member of Discovery Holdings Limited, a leading international financial services institution founded on the principles of consumer engagement and wellness and the originator of the Vitality health promotion program. Vitality wellness programs serve more than 1.6 million members in companies in a wide range of sizes and industry categories, improving individuals' health and well-being as well as employers' and health plans' bottom lines. Early

adopters in the United States include some of America's most forward-thinking companies. They join global organizations in the United Kingdom and South Africa who together are proving the effectiveness of the Vitality health enhancement solution in reducing healthcare costs. www.thevitalitygroup.com

#