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Insurance Covered Weight Loss, Supervised Fitness and Pain Relief Under One Roof

Kingley Health and Backsmart Wellness Center Form Strategic Alliance

Iselin and Edison, NJ – January 5, 2009 – Kingley Health and Backsmart Wellness Center have formed a strategic alliance to provide NJ residents with healthcare services to treat and prevent chronic lifestyle diseases and related medical issues including obesity, high blood pressure, high cholesterol, diabetes, heart disease, GI complaints, depression and anxiety, arthritis, fibromyalgia, and other musculoskeletal and joint pain conditions. This alliance combines Kingley Health's clinically proven weight loss, supervised fitness program, and behavioral therapy with Backsmart Wellness Center's non-invasive treatments of the musculoskeletal system to provide a total healthcare solution for those wanting to lose weight, get active, and treat medical conditions where diet, fitness, chiropractic care, physical therapy, and massage modalities are proven effective. This program of integrated services is currently offered at 120 Centennial Ave, Piscataway, NJ which will be expanded to future locations in NJ and nationwide.

"Based on estimates reported by the Center for Disease Control, approximately 66% of the population are overweight, obese, or sedentary which has skyrocketed over the past 20 years," states Jay R. Kingley, CEO of Kingley Health. "Excess weight causes or exacerbates a number of chronic medical conditions as well as contributes to the onset of acute musculoskeletal pain. Our alliance with Backsmart Wellness Center is the first step in establishing an integrated lifestyle management and medical program which addresses the four core components - diet, exercise, behavioral change, and medicine - to treating chronic lifestyle disease and acute pain."

Kingley Health was established in 2004 to serve the growing population of individuals with chronic lifestyle diseases with a team of supportive, credentialed, and experienced healthcare professionals. Through its comprehensive assessments, wellness advisors, supervised fitness, nutritional and behavioral counseling, the Kingley Health program is designed to provide clinically proven successes in achieving healthy weight loss, fitness and overall good health. The program is highly individualized and has established itself as cutting edge resulting in over 400 physicians referring patients to Kingley Health to address chronic lifestyle diseases. Many of the services Kingley Health offers, including its bariatric program, are also covered by a wide range of insurance companies.

"Our goal is to see our patients living the healthiest and most active lifestyle possible. Over the last 15 years in practice, I have seen the effectiveness of combining multiple synergistic modalities together to promote healing," says Michael J. Lagana, D.C., CEO of Backsmart Wellness Center. "Aligning ourselves with Kingley Health was a natural evolution to providing our patients with a range of services that allow us to treat the body as a whole. "

Backsmart Wellness Center, incorporated in 1998 offers chiropractic, physical therapy, and full service massage therapy. The Company is equipped to assess and treat a variety of conditions ranging from back and joint pain to arthritis, migraines, TMJ, and dizziness. It has established itself as providing patients with the latest

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technology such as cold laser therapy, AquaMed dry hydrotherapy, and Non-Surgical Infrared/Spinal Decompression Therapy to help treat conditions such as herniated discs, sciatica and carpal tunnel pain non-invasively. Additionally, its full service massage therapy capabilities span from providing relaxing Swedish massage to other therapeutic modalities such as CranioSacral, Sports Massage, and Neuromuscular Therapy.

About Kingley Health

Kingley Health is the leader in treating and preventing chronic lifestyle diseases. The Company integrates primary care medicine, nutrition, fitness, and behavioral counseling in a comprehensive program coordinated by a clinically trained wellness advisor. The Company's registered dietitians, exercise physiologists, and behavioral therapists have designed protocols to treat and prevent many medical conditions including obesity, high blood pressure, high cholesterol, diabetes, heart disease, GI complaints, orthopedic problems, depression and anxiety, and others. Programs for both corporate and consumer markets are available. Kingley Health currently has eight facilities in NJ, NY, and PA. For more information, please visit: www.kingleyhealth.com.

About Backsmart Wellness Center, P.A.

Backsmart Wellness Center, P.A. focuses on the diagnosis, treatment and prevention of disorders related to the musculoskeletal system. It offers non-invasive modalities including chiropractic, physical therapy, and full service massage therapy. The Company is located at 760 Amboy Ave, Edison, NJ with two satellite offices located at 877 St. Georges Ave, Woodbridge, NJ and 120 Centennial Ave, Piscataway, NJ. Backsmart Wellness Center is open seven days a week for the convenience of their patients. To find out more about the services Backsmart Wellness Center offers, visit their website at www.backsmart.net.