



**Wellness
Coaches**[™]

725 Skippack Pike, Suite 300 | T: 866-894-1300
Blue Bell, PA 19422 | F: 215-628-3262

Wellness Coaches Enhances Nutrition Capabilities with Acquisition of Corporate Wellness Nutrition (CWN)

PRESS RELEASE: Blue Bell, PA – February 20, 2020 – Wellness Coaches is excited to announce the acquisition of Corporate Wellness Nutrition (CWN). The acquisition is a strategic pairing of Wellness Coaches' established, onsite and technology-based coaching services and CWN's cutting-edge corporate nutrition services led by a team of 45 Registered Dietitians (RDs). CWN's services are: (1) available at no cost under many health plans, (2) turnkey and easy to implement and (3) evidence-based with published outcome data demonstrating the significant impact RDs have on employee well-being and healthcare costs.

"We believe everyone would like to be and stay as healthy as possible. We also know that it is not easy for people to accomplish this on their own, and most will need one-on-one, professional help and support along the way," said Rob Putnam, CEO of Wellness Coaches. "We have also established that the best place to deliver the employee engagement and health risk improvement outcomes necessary to make a meaningful difference is in the workplace. The acquisition of CWN's evidence-based corporate nutrition services significantly enhances our portfolio of capabilities and further strengthens our position as the largest provider of onsite Wellness Coaches and Registered Dietitians."

CWN Founder and President Krista Yoder Latortue adds, "For more than a decade, CWN has shown that our corporate nutrition services are a vital solution for employers seeking to minimize the driving forces behind rising benefit costs and preventable health risks. Our organization has been RD-led and operated, championing the importance of including RDs, the nutrition experts, as a key component of corporate wellness programs. Our model aligns perfectly with Wellness Coaches' existing services and we see CWN as a strategic part of the combined organization's future growth."

Krista will serve as President and lead the newly combined corporate nutrition services for both companies.

About Wellness Coaches

Wellness Coaches is the largest and most experienced provider of onsite coaching services. The company has successfully replicated its outcomes with 100's of employers over the past 15+ years. The company currently services employers of all sizes (from small local employers to some of the largest companies in the world), in most business classifications and in over 35 states throughout the country. Wellness Coaches has delivered over 7,000,000 one-on-one coaching sessions with 350,000 employees and dependents, at 1,000+ employer locations. (www.wcusa.com)

About Corporate Wellness Nutrition

Corporate Wellness Nutrition is one of the largest national providers of evidence-based corporate nutrition services. Its national team of highly qualified RDs provide employees with a unique personalized nutrition experience. The company works closely with insurers to cover the cost of the program, making it easy to implement an affordable, high quality corporate wellness nutrition program that helps produce a healthier and more productive workforce. (www.corporatewellnessnutrition.com)

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