



## **LifeBux Amazing Pace program partners with Walkingspree to enhance wellness services**

**LifeBux, a corporate wellness provider, has partnered with Walkingspree to provide an improved pedometer-based wellness program to faith-based organizations.**

**Columbus, MS, Oct. 13, 2011** – LifeBux, a provider of corporate wellness programs designed to inspire and motivate healthy lifestyle choices while managing health care costs, has partnered with Walkingspree to provide the industry’s leading technology-driven, pedometer-based physical activity program for The Amazing Pace clients. Walkingspree offers The Amazing Pace a state-of-the-art pedometer, a vibrant social networking community and uses gamification strategies to keep participants engaged and motivated.

In 2006 LifeBux began providing clients with wellness programs that controlled health care costs while improving insurees’ health. LifeBux selected the Walkingspree program because of its proven record and customization capabilities for Amazing Pace clients. The program’s core is a USB-pedometer that delivers accurate and verifiable step data, plus an interactive online component.

“We wanted to partner with an organization that can deliver superior combined solutions for our clients. Walkingspree has an outstanding program and understands the critical role of customer involvement and service along with their robust online offerings. LifeBux, through its Amazing Pace program, brings to Walkingspree extensive expertise in the faith-based category. We are very pleased to be working with this fine organization,” stated Lee Burdine, LifeBux CEO.

Increasing physical activity provides a number of benefits including reduced medical costs; reduced absenteeism; reduced chronic health risks including diabetes, cholesterol, high blood pressure and heart disease; reduced stress; increased morale; and an augmented sense of team spirit. A recent Walkingspree participant survey reported more than 72 percent said pedometer walking had become a permanent lifestyle change, more than 80 percent said the program increased camaraderie with fellow employees, and 78 percent said morale toward their employer increased.

Hiran Perera, CEO of Walkingspree said, “It is wonderful to partner with LifeBux as a special distribution agent of Walkingspree given their experience in providing successful, accountable wellness programs. LifeBux’s Amazing Pace program dovetails perfectly into the programs and services Walkingspree provides. We welcome LifeBux, their faith-based clients such as the Reformed Church in America and certain conferences of United Methodist Church, and their participants to the Walkingspree family.”

**ABOUT LIFEBUX/THE AMAZING PACE**

Since 2006 LifeBux has provided employee wellness programs to companies as an effective means to manage soaring health care costs and increase the wellness of health plan participants. The Amazing Pace wellness program is designed to increase participants' physical activity through walking with an Internet-enabled pedometer that provides daily motivation, team-building, weekly communications and accountability. Actual results have shown that active walkers generally lower their health care costs as well as providing numerous health benefits. LifeBux program also offers disease management, on-site biometric screening stations, incentive rewards platforms and medical cost tracking and evaluation to determine ROI.

**ABOUT WALKINGSPREE**

Walkingspree is a specialized wellness provider whose expertise is to deliver a technology-driven prevention focused activity program for health insurers and corporate clients. Through customized online wellness portals and programs, clients receive measurable results and engage participants in a feature rich community. The company's corporate wellness program – based on a USB pedometer to track validated steps, interactive food and body trackers, an active social network, and gamification techniques – typically delivers more than 50 percent employee participation and year-over-year member retention. Results are healthier employees and a positive return on investment for clients. Walkingspree programs have been implemented in major health insurers, insurance brokers, Fortune 500 companies, small to medium businesses and non-profit organizations such as hospitals and schools. They also provide a wellness offering for the general public. For more information, visit [www.walkingspree.com](http://www.walkingspree.com).

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