



Walkingspree's New Facebook Connectivity Boosts Accountability and Engagement

San Antonio, Texas - June 19, 2013 – Walkingspree, a specialized wellness program vendor serving employers and insurers nationwide, today announced the launch of its new Facebook App. This is another new feature that is designed to motivate and inspire participants to reach their program fitness goals. Consistent with other features in the Walkingspree platform, Walkingspree clients are given more tools to customize their wellness solution to fit their needs and member profile.

Corporate clients may choose whether or not they would like to install this feature to their eligible employee population. They may also identify its wellness branding and establish the step target for the congratulatory message. This flexibility, with employers offered co-branded Facebook messaging from the Walkingspree platform, promotes their wellness program to their employees' expansive social networks and can position the company as an employer of choice. Walkingspree step targets may be configured to align with any corporate culture or benefit-design goals.

Walkingspree members are also offered flexibility in how they deploy the Facebook feature within their employer-sponsored wellness program. Facebook connectivity is optional for the member and may be activated or de-activated by a member at any time. Once installed, employee fitness accomplishments and milestones are posted to the user's Facebook Wall. A Wall post is triggered whenever a user reaches the program's set step goal, at the same time they receive a congratulatory email. Friends, family, and colleagues in the user's social network with Facebook viewing permissions may comment on, like, or share posts.

Social sharing can help program participants remain accountable for their fitness goals, inspire others in their social network, and enjoy the accolades they need to stay on-track. It can also spark healthy competition, encouraging greater accomplishment than possible on one's own.

“Facebook integration is just one more way we help users get motivated, stay motivated, and realize the rewards of a healthy lifestyle,” stated Lisa Rousseau, VP & Co-founder of Walkingspree. “We continue to develop new and exciting ways to engage our users as technologies and preferences evolve.”

Learn more about Walkingspree’s corporate wellness program at walkingspree.com.

About Walkingspree

Walkingspree is a specialized wellness program vendor that employs interactive technology to inspire healthier choices and increased physical activity. These activities are shown to boost morale and help to control the rising cost of health care. The customized online program helps employers and insurers engage their members, delivering a validated and measurable ROI. Based on a computer-connected pedometer that tracks steps, interactive food and body trackers, an active social network, and gamification techniques, the corporate wellness program has been shown to deliver more than 50 percent employee participation and year-over-year member retention. Walkingspree programs are already in use by health insurers, insurance brokers, Fortune 500 companies, and small to medium sized businesses. Walkingspree is based in San Antonio, Texas. For more information, visit www.walkingspree.com.

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