

News Release  
For Immediate Release  
December 16, 2008

#### SafeAuto and Wellness Coaches USA Partner on Wellness

Blue Bell, PA – December 16, 2008 – Wellness Coaches USA, the leading provider of workplace wellness coaching, is pleased to announce that it has entered into a “partnership” with SafeAuto Insurance Company. SafeAuto, a leading direct to consumer auto insurance company, will utilize Wellness Coaches USA’s services to help employees in three of their offices (including the Home Office in Columbus, Ohio) improve their lifestyle behaviors and health risks. This “partnership” was initiated by SafeAuto in furtherance of its long standing commitment to the health, wellness, productivity, and quality of life of its employees.

Together, SafeAuto and Wellness Coaches offer an integrated wellness and health promotion program to SafeAuto employees that is truly “state of the art” in workplace wellness, combining the excellence of SafeAuto’s comprehensive health resources with the powerful workplace wellness coaching process provided by Wellness Coaches USA. This coaching process works through the deployment of trained Wellness Coaches directly to SafeAuto’s workplace. There, the Wellness Coaches engage all employees, one-on-one and face-to-face, in a process of continuous health improvement; providing the very personal, customized coaching support that is so necessary to help people improve their health and their lives.

April Miller, SafeAuto’s Senior Vice President of Human Resources, states that she believes their new “partnership” with Wellness Coaches USA represents the most powerful and best possible approach to workplace wellness, and that employers interested in combating the frightening business and human consequences of increasingly poor employee health should consider its implementation. “Wellness Coaches USA has brought both a very personal and human touch to our wellness program at SafeAuto”, generating real excitement and enthusiasm, and very high levels of engagement among our employees. It is also the hope of the company that this unique approach to wellness will add the competitive edge necessary to combat the rising cost of employee healthcare.

#### About SafeAuto®

SafeAuto Insurance Company was started in Ohio in 1993. As a provider of minimum insurance coverage and serving an underserved market, the company quickly expanded into Indiana, Kentucky, Georgia, Pennsylvania, South Carolina, Tennessee, Louisiana, Mississippi, Illinois, Arizona, Oklahoma, Texas and Missouri. Today, the company provides minimum insurance coverage to automobile drivers in 14 states. SafeAuto® is a direct-to-consumer auto insurance company that does not rely on a middleman, which ultimately saves its clients money. The company specializes in minimum coverage to meet the law's requirements for automobile insurance coverage in every state in which it operates. For more information visit: <http://www.safeauto.com>.

#### About Wellness Coaches USA

Wellness Coaches USA is the pioneer and leading national provider of the powerful and

innovative workplace wellness coaching delivery model. This model, which is focused on improvement in employees' high-risk lifestyle and work behaviors, consistently achieves the highest levels of employee participation in wellness, and outstanding improvement in overall employee population health risks. Wellness Coaches USA achieves such impressive results because its process delivers the single most powerful behavior change methodology – Wellness Coaching – to the only place where it is possible to generate and sustain very high levels of employee participation and engagement in wellness – and that's the Workplace. Visit us at [www.WellnessCoachesUSA.com](http://www.WellnessCoachesUSA.com) to find out more about our workplace wellness coaching.