



WalkStyles, Inc.

For Immediate Release:

RETAILERS, NGO'S AND FOOD AND BEVERAGE INDUSTRY LAUNCH NATIONAL INITIATIVE TO HELP REDUCE OBESITY

The Healthy Weight Commitment Foundation Seeks to Provide Tools that Will Encourage Behavior Change Among Consumers in the Marketplace, in the Workplace and in Schools

Washington DC. (October 5th, 2009) – WalkStyles, Inc. has joined an unprecedented coalition of more than 40 retailers, non-governmental organizations and food and beverage manufacturers in announcing the launch of the Healthy Weight Commitment Foundation. The coalition is engaged in a multi year effort designed to help reduce obesity by 2015 by promoting ways to help people achieve a healthy weight through energy balance focusing on the marketplace, the workplace and schools.

“The stakeholders involved in this commitment recognize that by working together we can make a real difference on the obesity issue in our country,” said David McKay, president and chief executive officer of Kellogg Company and chairman of the board of the Healthy Weight Commitment Foundation. “We are united in an unprecedented, collaborative and focused effort to help children and adults achieve better energy balance between calories in and calories out.”

“We have a terrific opportunity as a leading provider of lifestyle wellness programs to support this effort with our unique ICount web based tool set,” said Sue Parks, co-founder and chief executive officer of WalkStyles, Inc. “We are focused on the importance of individuals and organizations setting goals around such metrics as activity and calorie intake and then tracking their data for comparison against the goal set. We long ago recognized that people and organizations achieve (change) what they measure. The same is absolutely true with respect to one’s personal wellness.”

In addition to WalkStyles, the Healthy Weight Commitment Foundation includes entities such as; the American Council for Fitness and Nutrition Foundation, Campbell Soup Company, ConAgra Foods, The Coca-Cola Company, W.W. Kellogg Foundation, The Hershey Company and many other well known consumer products companies and organizations (additional information and a complete list of foundation members and partner organizations can be found at www.healthyweightcommitment.org).

About WalkStyles, Inc.

WalkStyles, Inc. is a private company, headquartered in Laguna Hills, California. WalkStyles is a leading provider of lifestyle wellness programs for companies and individuals. Offerings include the ICount™ Wellness Program, an integrated system to help people Set, Track, Achieve and Reward their activity, nutrition and other wellness goals. The company’s online services include full community, activity and weight management capabilities and much more. In addition, WalkStyles offers fitness monitors, including its proprietary DashTrak®, activewear and other accessories. For more information on its products and services, visit www.WalkStyles.com.

####

For further information, contact

Sue Parks

WalkStyles, Inc.

949-305-5888 ext. 201

sue.parks@walkstyles.com