



Health-E-tips®

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The JAM School Program™ Surpasses the 2 Million Mark in its Fight against Obesity.

(CALABASAS, Calif., August 19, 2008) -- Health-E-tips, Inc. (www.healthetips.com) announces that its JAM (Just-a-Minute) School Program™ now reaches thousands of public, private and independent schools from elementary to high school and has more than 2 million school-aged kids JAMmin' every day across the 50 states and around the globe!

The nationally recognized JAM School Program is a free resource for schools that brings physical activity and health education directly to the classroom. JAM assists schools in helping every student reach his or her potential by growing up healthier and happier. Launched in 2006, JAM has grown virally and now adds approximately 50,000 additional kids each month through new enrollment.

"Actions speak louder than words when it comes to tackling obesity, one of the toughest problems facing us today," says Patti Howell, Health-E-tips and JAM Founder. "JAM is a successful working model because it inspires people to take action towards their health in small steps. JAM motivates you to get moving a minute at a time plus makes fitness fun."

Kids love to "Get JAMmin'" – but what was targeted to kids has also caught on with the teachers. "My kids love to JAM each day, and they lead each other. It's great because I get to exercise, too!" confirms Jacqueline Sadler, Volusia School District, Florida. "I can't remember when I last saw a teacher throw on their sneakers to join their class in PE, but they are using the weekly one-minute exercises with their classes and with their peers!" exclaims Howell. JAM reaches the staff and the administration – and their families, too.

"The latest research on the cumulative effects of obesity is staggering. The Centers of Excellence are telling us that our current generation of kids could be this country's first to have a shorter life span than their parents," warns Howell. Health-E-tips hopes that by making its JAM School Program a part of the school day for every school-aged kid in America that the next generation of students will assume that physical activity is just a way of life.

It is going to take the coordinated efforts of schools, parents, communities and like-minded organizations to help halt and even reverse the rising rate of childhood obesity. The JAM

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School Program is proving to be a vibrant ingredient in this fight. As such, Health-E-tips is positioned to form a strategic alliance with another socially responsible corporation to build on JAM's momentum and to raise awareness of its availability to every school in America.

About Health-E-tips, Inc.

Founded in 2002, Health-E-tips is passionate about helping to reduce the incidences of obesity and disease in the young and the old. From their corporate subscription business to their JAM School Program, people of all ages are relying on Health-E-tips' simple solutions to improve their health, a little each day.

JAMmin' Minute:

Each week of the school year, teachers and administrators receive a one-minute fitness routine that includes 5 very simple exercises that kids (and staff) can do while either standing at their desk or sitting in a chair. Included on this weekly communication is a health tip, something simple that teaches a healthier habit.

Monthly Newsletter:

Every month, Health-E-tips provides a one-page newsletter packed full of nutrition, fitness and health tips targeted to school-age kids and their parents, and school personnel.

JAM is endorsed by chapters of The American Heart Association, the National PTA, Steps to a HealthierUS, and the National Association for Sport and Physical Education (the largest group providing physical activity resources to teachers across America) and other non-profit groups and state government offices with health and wellness initiatives. JAM is an approved product for The Clinton Foundation's Alliance for A Healthier Generation (www.healthiergeneration.org), which required approval from both the American Heart Association and Centers for Disease Control.

For more information about Health-E-tips, Inc., visit www.healthetips.com or contact Debora Beverly at 415-676-8144.

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