



**For Immediate Release:
March 22, 2006**

HealthConnexin Launches Revolutionary Molecular Fitness Lifestyle Program

Vermont Could Become Centerpiece of Wellness Revolution

Stowe, Vermont - Prominent members of the Vermont media, government and business community attended the exclusive event today announcing the launch of Stowe-based company HealthConnexin, Inc and its revolutionary wellness program, The Molecular Fitness Lifestyle™.

Molecular Fitness presents a dramatically new approach toward the prevention of disease and the enhancement of health. It is based on ten years of scientific research by HealthConnexin co-founder and Chief Science, Medicine and Nutrition Molecule Dr. Darrell Tanelian, M.D., Ph.D. on the 600 million year old connexin molecule and the importance of cellular communication and interconnection. Dr. Tanelian's groundbreaking new book, *The Connexin Connection - Your Health Begins with Molecular Fitness*, was released this month on Amazon.com and represents the integration of thousands of published scientific studies spanning decades of research on the connexin molecule.

Healthcare Crisis is Here

According to Dr. Tanelian "Healthcare is in desperate need of change. Clearly, we need to be focusing on prevention. The rise in healthcare, actually sickcare, spending is staggering." The U.S. spent \$25.2 billion per year, or 1.1 percent of the Real Gross Domestic Product on health care in 1960. By 2003, the cost had risen to \$1.7 trillion dollars or 15.3 percent of GDP – an overwhelming increase of over 5,000 percent - and

it is projected to hit \$2.75 trillion by 2010 and reach 4 trillion dollars by 2015! In fact, corporate healthcare expenses now exceed corporate profits.

Vermont's healthcare expenditures are paralleling the rest of the United States. In 1990, Vermont spent approximately 1 billion dollars on healthcare. Now, it is spending over 3 billion dollars or 15.1% on healthcare. Vermont healthcare spending is projected to reach 4.6 billion dollars by 2010.

Prevention Leading to Wellness

HealthConnexin believes that it would be good for people and society - and good for business - to focus more time and investment on keeping people healthy as opposed to dealing with the resulting problems of poor health, after the fact.

Co-founder and Chief Executive Molecule Howard Reisman explains "there is only one way to improve health and decrease our nation's evermore imperiling healthcare expenditures – through Prevention leading to Wellness. Vermont is an ideal state for HealthConnexin to launch the Molecular Fitness Program. Vermont through adopting and promoting the Molecular Fitness Lifestyle can become the centerpiece of the Wellness Revolution for our entire nation." Reisman believes HealthConnexin can be the catalyst for an entire wellness industry in Vermont exporting wellness products to our entire nation and the rest of the world.

HealthConnexin, through the marriage of science, medical research and technology, empowers individuals to enhance the quality of their lives, to prevent illness and achieve optimal wellness by adopting the Connexin-enhancing Molecular Fitness Lifestyle of self-monitoring, enhanced nutrition, supplements, exercise, education, community and measured results.

Web Portal HealthConnexin.com

At the core of the HealthConnexin.com website is **myPHIT, My Personal Health Information Tracker™**, a thoroughly private and secure resource for tracking health data and managing personal health records. **MyPHIT™** is HealthConnexin's proprietary participant-centric software empowering individuals to take control of their personal health. According to HealthConnexin's Business Development Molecule, Cory Gustafson, "myPHIT provides each participant with the capability of recording and

monitoring their own vital parameters including blood pressure, heart rate, blood/glucose, Body Mass Index (BMI) and pH (measure of body acidity/alkalinity). This current health snapshot is then paired with historical information that allows data trends to be depicted graphically through **myDASHBOARD™**.” Internet-based **myPHIT** provides access to critical health data from anywhere at anytime; especially helpful in emergency medical situations.

Molecular Fitness Lifestyle participants, dubbed as **Member Molecules**, receive online education through **ConnexinCollege™** at HealthConnexin.com, offering courses about the science behind the connexin molecule and how the eight diseases of modern man are demonstrably linked to that molecule. The **Molecular Mall** offers online ordering of the company’s proprietary connexin enhancing products including **MineralConnexin™**, **MultiConnexin™** and **ConnexinTea™**. Scientifically formulated over five years by Dr. Tanelian, M.D., Ph.D. **MineralConnexin™** and **MultiConnexin™** supplements work together to give your body all the minerals and vitamins it requires plus connexin enhancers for optimal performance.

Healthconnexin.com also features **ConneXercise™** designed to naturally optimize connexin function by increasing the production of molecules in your body that are known connexin enhancers. According to ConneXercise Molecules Julie Farray and Ernie Roick, “Through carefully designed routines of Strength Training, Cardio, Stretching and Relaxation, ConneXercise will increase muscle mass, bone density, and mental focus as well as enhance your body’s natural healing abilities.”

The Molecular Fitness Lifestyle Program is based on more than a decade of disease prevention research by HealthConnexin, Inc. co-founder, Darrell L. Tanelian, M.D., Ph.D. who is a world-renowned authority on the role of nutrition and lifestyle in optimizing molecular function. His work comprehensively integrates science and technology and represents the integration of thousands of published scientific studies spanning decades of research on the connexin molecule.

-30-

For further information contact Galite Reisman at 800-646-1022 ext. 50 or Galite@HealthConnexin.com.