

OAKSTONE WELLNESS PUBLISHING **PRESS RELEASE**

Editorial Contact:

Michael Stugrin

(562) 498-6353

mstugrin@earthlink.net

FOR IMMEDIATE RELEASE

OAKSTONE WELLNESS ISSUES COST/BENEFIT ANALYSIS REPORT ON WORKSITE WELLNESS PROGRAMS

“Why Wellness? Employee Health and Productivity: Vital to Business Performance”-- now in its 4th updated edition – supports employers’ financial return on proactive worksite health education and awareness management.

Birmingham, AL, November 15, 2006 –Oakstone Wellness Publishing, a division of Oakstone Publishing ® and a Hights Cross Communications company, has published the 4th updated edition of its well-regarded “Cost/Benefit Analysis of Worksite Wellness Programs.” This new white paper, entitled **“Why Wellness? Employee Health and Productivity: Vital to Business Performance,”** is a comprehensive examination of contemporary employee health and wellness issues and their impact on employers. The white paper is available immediately by calling 1-800-871-9525.

“Why Wellness? Employee Health and Productivity: Vital to Business Performance” is designed to assist employers in efforts to identify and understand the benefits of proactive employee wellness programs in terms of how they can positively impact company health costs, risk management, workforce productivity, and employee morale and retention. The white paper cites both Oakstone Wellness surveys and a host of the latest and most respected studies in the field of wellness or “worksite health promotion.”

“This new edition of our “Cost/Benefit Analysis of Worksite Wellness Programs” reports on the latest thinking and best practices in efforts to improve employee wellness. Over the history of employee benefits, so much of employer costs and, indeed, the focus of so much of our entire health care system, have been focused on disease care,” said Charles K. Dismuke, Oakstone Wellness Publisher. “But there is a growing consensus among employers, the health care community, and government that proactive education and awareness programs pay strong dividends. Employees want to have good health. Good health requires education and healthy behaviors for employees and their families. Worksite wellness programs can improve quality of life for employees and their families as well as help employers manage their healthcare benefits costs.”

“Why Wellness? Employee Health and Productivity: Vital to Business Performance” includes discussion of and cites extensive references from leading recent studies of such critical worksite wellness-related topics as:

- Employer findings that employees consider health management programs a benefit of employment that enhances their personal well-being.
- Merits of integrating health promotion and productivity management.
- Practical, affordable means of building worksite wellness programs.
- Importance of communication in worksite wellness programs as a means to inform and provide baseline support for employees to make healthy behavioral changes and choices.
- Positive impact that wellness programs can have on protecting companies’ investments in their benefit plans by reducing risks that lead to injuries, illness, and medical claims.

“Why Wellness? Employee Health and Productivity: Vital to Business Performance” was developed and published by Oakstone Wellness Publishing. For nearly a quarter century, Oakstone Wellness has played a leading role in setting the industry standard for superior wellness publications. For more information, visit www.oakstonewellness.com.

About Oakstone Wellness Publishing:

Oakstone Wellness Publishing is a major publisher of employee wellness publications, including newsletters, calendars, brochures, posters, and booklets covering topics related to health and wellness, safety, productivity, shift work, and personal money management. In 2005, Oakstone Wellness acquired Scott Publishing and its award-winning *Personal Best® Healthlines* employee wellness newsletter. The combined entities’ flagship newsletters, *TopHealth®*, *Personal Best® Healthlines*, and *Best of Health*, reach more than 1.5 million readers monthly at more than 10,000 organizations.

About Hights Cross Communications:

Founded in 1997 and based in White Plains, NY, Hights Cross is a leading developer and publisher of products for the kindergarten through twelfth grade, or K-12, supplemental education, library, and medical education markets. Hights Cross imprints include: Sundance/Newbridge Educational Publishing (Northborough, MA), Triumph Learning (New York, NY), Buckle Down Publishing (Iowa City, IA), Options Publishing (Merrimack, NH), Recorded Books (Prince Frederick, MD), and Oakstone Publishing (Birmingham, AL). For more information visit www.hightscross.com.

Safe Harbor Statement: This press release contains forward-looking statements. In some cases, you can identify forward-looking statements by terms such as “may,” “will,” “should,” “could,” “would,” “expect,” “plan,” “anticipate,” “believe,” “potential,” and similar expressions intended to identify forward-looking statements. These statements reflect our current views with respect to future events and are based on assumptions and subject to risks and uncertainties. These risks, uncertainties, and other factors may cause our actual results, performances, or achievements to be materially different from those expressed or implied

by our forward-looking statements. Factors that may cause our actual results to differ materially from our forward-looking statements include, among others, changes in external market factors, changes in our business or growth strategy, or an inability to execute our strategy due to changes in our industry or the economy generally, the emergence of new or growing competitors and various other competitive factors. In light of these risks and uncertainties, there can be no assurance that the events and circumstances described in forward-looking statements contained in this press release will in fact occur. You should read this press release completely and with the understanding that our actual results may be materially different from what we expect. We will not update these forward-looking statements, even though our situation may change in the future. We qualify all of our forward-looking statements by these cautionary statements.
