

# Incentive Logic to Support InTune<sup>SM</sup> Member Loyalty and Engagement

## *A corporate wellness program with engaging prizes, contests, and sweepstakes*

**SAN DIEGO, CA, February 18, 2009** – InTune<sup>SM</sup>, a leading employee health improvement program announces a strategic engagement with Incentive Logic, Inc., a market leader in incentive and loyalty programs.

InTune<sup>SM</sup> is a comprehensive employer wellness program designed to improve the fiscal health of employers through improved employee health and productivity. Combining the latest state-of-the-art wellness resources and market proven communication strategies with the most powerful motivating incentive platform, InTune is the first truly turn-key, end-to-end wellness program for all employees and their families.

Incentive Logic offers customer loyalty and engagement programs and services, providing results-oriented, relationship marketing solutions to many of the world's leading companies. Its technology platforms deliver innovative rewards and customer loyalty programs designed to maximize the engagement and dedication of its client's members.

"We are leveraging what Incentive Logic does best," says Travis Haws, President of Strategic Wellness Partners, which owns and operates the InTune program. "We know that employee engagement is the name of the game in this business. Poor participation is what plagues many corporate wellness initiatives. With the help of Incentive Logic, we bring the power of prizes, contests, sweepstakes, and other fun and engaging rewards to our corporate clients and their employees. With these rewards programs, we are achieving unparalleled employee engagement; often tripling the participation rate of our competitors."

"We have seen massive growth in corporate employee wellness programs in recent years," said Roberto Guerrieri, Chief Innovation Officer. "InTune is one of the most innovative program we have seen and we are pleased to play a major role in the loyalty and appeal of InTune to its employee members. Together, we believe we will offer the market a new generation of break-through engagement technologies."

### **About InTune<sup>SM</sup>**

InTune ([www.preview.intuneliving.com](http://www.preview.intuneliving.com)) is owned and operated by Strategic Wellness Partners, LLC, and is a fully integrated health and lifestyle improvement program designed as a turn-key wellness solution for Fortune 1000 companies. InTune is a proven strategy to offset rising medical costs and improve worker productivity, performance and loyalty and is the first program to offer a science-based lifestyle program specifically able to drive a three to four fold increase in employee participation and generate a positive return for corporations nationally and internationally. InTune<sup>SM</sup> was launched in 2006 and its clients include notable Fortune 1000 companies. Strategic Wellness Partners is headquartered in San Diego, California.

### **About Incentive Logic**

Incentive Logic ([www.incentivelogic.com](http://www.incentivelogic.com)) is an established market leader in proving strategically designed incentive and loyalty programs that are designed to achieve corporate objectives. Incentive Logic employs an enterprise platform of incentive management tools and services to improve sales, customer loyalty, and employee performance. Clients engage Incentive Logic to drive business change through its integration of enterprise software, services, and rewards. Founded in 1998, Incentive Logic, Inc. is an INC. 5000 company headquartered in Scottsdale, Arizona.

Contact: Travis Haws, President  
(800)-373-8083  
[support@intuneliving.com](mailto:support@intuneliving.com)