

CONTACT:

Jacqueline Leão
Jacque@nutrihand-inc.com
650 564-9600 ext 3

Nutrihand Wellness Platform Redefines Customer Retention

*Nutrihand on-demand services is retaining customers in record numbers
by helping partners deliver value through wellness*

Mountain View, Calif. – March 8, 2007 - Nutrihand, Inc., the leading provider of wellness applications, announced today the achievement of outstanding customer retention and higher revenue results with its online wellness platform. After only 7 months in the market, this on-demand enterprise platform is already benefiting large and small corporations due to its flexibility, scalability, affordability and customization.

After the largest food manufacturer started using Nutrihand to deliver their meal and fitness planner, their customer retention increased in more than 15% in just one week of usage. The added value applications created specifically for their brands, motivate frequent returns with average sessions of 45 minutes at a time, 3 to 5 days a week. New customers were attracted by the applications and in one day with minimum marketing efforts, they acquired tens of thousands of customers. The usage of the platform increased sales and customer relationship.

Nutrihand Wellness Platform provides planning, tracking, analysis and reporting tools for meals, fitness and medical information. Its large database includes nutritional facts for tens of thousands of foods and exercises caloric burn-out; diet and fitness plans for weight loss, diabetes, celiac disease and others. It also provides services for healthcare professionals.

Partners can combine the tools and services anyway they want to deliver their own applications around their brand. Food manufacturers are creating their own diets to promote their ready-to-eat foods. Healthcare providers are creating their own outpatient portals to attend more patients and monitor them remotely. Universities are using the platform to teach nutrition to their students as well as to reduce and manage their healthcare costs.

Nutrihand Wellness Platform and services are scalable, flexible and extremely customizable to each user and business partner. It is also the only one that provides a HIPAA compliant link in real-time, between professionals and their clients/patients. The new Single-Sign-On technology allows corporations to connect to the services with privacy and transparently to their customers.

“Nutrihand Wellness Platform gives marketers the capability to understand clients’ behavior, increase retention and loyalty, while delivering services the customers really like and use,” says Soraya Bittencourt, Nutrihand founder and CEO – original Expedia.com creator.

Companies are always searching for ways to add value and create a closer marketing relationship with their clients. Using Nutrihand our partners can provide a high level of personalization, and create relevant marketing campaigns targeted to specific users’ needs and behavior. Nutrihand Wellness Platform flexibility and adaptability allow partners to differentiate themselves, market unique services to consumers and add value.

About Nutrihand

Nutrihand, Inc. develops health management services and solutions with their Wellness Platform for consumers, healthcare professionals and business. Nutrihand Internet-based services are used as a specialized CRM for food manufacturers, healthcare providers and payers. Privately held, Nutrihand is headquartered in Mountain View, California. For more information visit: <http://www.nutrihand-inc.com>.

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