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TEDCO Awards LiveHealthier \$50,000 Through Working Capital Loan Fund

LiveHealthier receives funding for growth initiatives

COLUMBIA, Md. (March 19, 2007) – The Maryland Technology Development Corporation (TEDCO) announced today that it has awarded LiveHealthier \$50,000 through its Working Capital Loan Fund (WCLF). WCLF offers low-interest, flexible-term loans between \$15,000 and \$50,000 to early stage technology-oriented companies throughout Maryland. The loan is typically used for working capital, assisting a company with expansion, market entry or other growth initiatives.

WCLF is available to companies located anywhere in Maryland. Eligibility requirements no longer require businesses to be affiliated with incubators, however applicants must submit a letter of support from a local economic official, a representative from a Small Business Development Center (SBDC), an incubator manager or a professional consultant. A portion of the WCLF is reserved for companies in “underserved” areas of the state, which includes Western Maryland, the Lower and Mid Shore, and Baltimore City. This funding was provided by the U.S. Department of Commerce’s Economic Development Administration (EDA) and was matched by TEDCO.

“LiveHealthier is a company that exemplifies the great success of early stage technology investments in the state of Maryland, and TEDCO is proud to support their growth,” said Renée Winsky, president and executive director at TEDCO. “The Working Capital Loan Fund provides critical investments to companies throughout the state, providing them with the opportunity to grow, mature and produce products that will thrive in the marketplace. We look forward to seeing the progression of LiveHealthier.”

LiveHealthier, which is located at the Rockville Innovation Center, provides health and wellness programs that help corporations bring healthcare costs under control while boosting employee productivity, job satisfaction and morale. Emphasizing prevention and risk reduction, LiveHealthier leverages its proprietary platform to deliver highly customized solutions to employer groups, including web-based programs and unlimited 24/7 access to health coaches via phone, e-mail, live chat, webinar, videoconference and in-person consultations. Founded in 2005, LiveHealthier received the Maryland Incubator Company of the Year Award in 2007 in the information technology company category. In 2008 LiveHealthier expanded its services globally and currently provides health and wellness programming to employees in England, Ireland, Scotland, South Africa, Australia and New Zealand.

“TEDCO’s Working Capital Loan Fund supports our efforts to deliver effective solutions to employers facing health-related challenges that threaten both the well-being of their workforce and their bottom line,” said Mary Moslander, CEO of LiveHealthier. “Our goal is to keep employees healthy and companies strong and the loan allows us to accelerate the growth of our team and expand our marketing efforts. We are grateful for TEDCO’s business assistance.”

The WCLF committee is composed of representatives from the following organizations: the Mid-Shore Regional Council, the Lower Shore Regional Council, the TriCounty Council for Western Maryland, the Baltimore Development Corporation, the Maryland Department of Business and Economic Development, TEDCO, Rural Maryland Council, Montgomery County Department of Economic Development, Chesapeake Innovation Center and HarVest Bank of Maryland, a commercial bank that is the servicing agent for the loan program.

Applications for the WCLF are available at www.MarylandTEDCO.org. For more information, please contact Heidi Sheppard at 410-715-4173 or hsheppard@marylandtedco.org.

The Maryland Technology Development Corporation (TEDCO), an independent entity, was established by the Maryland General Assembly in 1998 to facilitate the creation of businesses and foster their growth in all regions of the State. TEDCO's role is to be Maryland's leading source of funding for seed capital and entrepreneurial business assistance for the development, transfer and commercialization of technology. TEDCO connects emerging technology companies with federal laboratories, research universities, business incubators and specialized technical assistance. For the fourth consecutive year, TEDCO was recognized as the most active early/seed stage investor in the nation in the July 2007 issue of Entrepreneur Magazine. For more information on TEDCO and its programs and resources, visit www.MarylandTEDCO.org.

About LiveHealthier

LiveHealthier provides innovative employee wellness solutions to corporations that help bring healthcare costs under control while boosting employee productivity, job satisfaction and morale. Headquartered in Rockville, Maryland, LiveHealthier delivers its services locally, nationally and globally with clients ranging from a multinational corporation to a non-profit foundation, from a national consumer services company to a regional construction company. Its award-winning corporate health and wellness solutions are 100% Microsoft HealthVault compatible and have received recognition from the American Heart Association, the CEO Cancer Gold Standard and the International Health and Medical Media Awards. For more information visit www.LiveHealthier.com or call (301) 576-1900.

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