

MEDIA RELEASE

25th August 2006



Dear members, friends and colleagues (please circulate),

RE: New WHC Event Launch—18th Sept

Hi there, I am the newly appointed Chief Executive Officer (CEO) of the Workplace Health Challenge® (WHC). **To be honest, I'm the best in the business as my track record shows.** Not to mention, the ladies think I'm pretty handsome and 'a good guy to have around'. To see my 'before' photo view the HOME page on our new **exciting** and **life changing** WHC website (coming soon).

We have embarked on a truly distinctive and challenging mission here at the WHC and we need all workplaces' support and inspiration (government, corporate and business).

As the # 1 CEO in the game, I've put on a few kilos myself recently due to pressure, beer, pizza, no exercise and basically a 'lazy butt approach'. Therefore, I am keen to see my personal transformation during the 12 week program / event.

I'll outline a few important points below and I've had the WHC Support Team respond to a wide number of FAQ's from around the country. See additional pages. Please circulate this around your workplace and to your friends / family members. The more people participating and supporting this fantastic cause, the better. Tip: Hold a meeting to discuss this new initiative. **Heck I'm good ... no wonder I'm on the big bucks !**

1. **New Website—www.workplacehealthchallenge.com**

Nearly finished. Thanks you for your patience. Keep checking our site for the new website. It's a cracker. We also appreciate all the great letters / emails of support for our next launch—keep 'em coming. We need the inspiration too.

Keep an eye on your computer screen for the **Media Release** regarding the official web site launch date and time. I'm expecting your team to host a small party for this.

2. **Next official Competition launch—officially kicks off Monday 18th September—concludes Sunday 10th December 2006 (12 weeks—84 days)**

We have three (3) options to enter (either as individual or as a team):

- a. Just \$33 (inc. GST) per participant (membership, registration and on-line support over the 12 week—84 day event).
- b. Just \$59.95 (inc. GST) per participant (membership, registration and you receive Julian Smith's NEW BOOK—**No Standing**. Don't leave home without it.

The book outlines motivation, nutrition, different exercise programs, tracking tools and much, much more. The first edition changed a lot of lives. Great job.

- c. Just \$38 (inc. GST) for the **No Standing** book only. Includes P&H.

3. **How to enter—see FAQ's on following pages**

Now get back to work before you get us all into trouble!

Virgil Vanning
CEO

P.S. See the last page of this release to view the front page of 'No Standing'.

Transform at www.workplacehealthchallenge.com

Workplace Health Challenge Pty Ltd (WHC)

ABN 43 115 897 642 A proud Australian company

Postal: WHC—The Cerebral Cortex, PO Box 2449, Ringwood North, Victoria 3134 Australia

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Frequently Asked Questions

Q. What is the WHC 12 week event all about?

A. It is simply a fitness, weight loss, motivational and healthy eating program that encourages workplace teams to make positive changes to their lifestyles. Centred around a range of different exercise programs outlined in the new book **No Standing**. This great book also outlines goal setting, testimonials, motivation, FAQ,s and much, much more. Our mission is a challenging one: Eliminate Australia's Overweight & Obesity Crisis.

Q. When does the event actually start?

A. Officially kicks off Monday 18th September in all workplaces throughout Australia. Twelve weeks of fun, laughter, fat burning, body shaping / toning, healthy eating, exercise, tears and success. However, as an individual or team, you can sign up and start anytime during the 12 weeks. Just get involved and support this great cause.

Q. I am the nominated Team Leader (TL) and have sixty workmates on my team. How do we register our team?

A. Just simply register online when the new website goes LIVE: workplacehealthchallenge.com

Q. When we order our Member Plus package, which also includes the new book 'No Standing' by Julian Smith, how long will it take to receive the book in the mail?

A. Due to the high volume of orders throughout Australia from all different workplaces, please allow up to seven to fourteen working days for delivery. The WHC team will do its very best to ensure you receive your kits as soon as possible.

Q. What are the awards?

A. There will be different awards on offer. You'll have to keep an eye on the computer screen for more details. But to be honest, the best award is your personal and team transformation. Losing that weight, getting fitter and transforming your life is the best award.

Q. Do we have to do exercise at work?

A. No (unless your management allow). The WHC has been established to ensure minimal disruption to work time. So, just schedule your exercise / training sessions prior to or after work. It's that easy. A lot of teams go for lunchtime walks as well. The choice is yours.

Q. What does the membership entail?

A. Great question. Membership provides you with a variety of special offers / discounts on future events and services. We conduct four WHC events per year. Members become part of our WHC family. We're dedicated to ensure you reach your targets—however long this takes us. The WHC is in this for the long haul. We'll continue to be creative and innovative in all our services and products. Welcome aboard.

Q. I already visit a gym, is that ok?

A. Yes, use those facilities. Also, the WHC has great systems and strategies available to maximise your gym membership usage. Don't forget to print out our monthly WHC calendars and stick on your fridge and work desk. See the new website to download.

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Frequently Asked Questions

Q. How much time per week do I need to invest in exercise?

A. Now, I hope this is not a 'lazy' question coming on ! The WHC has a wide variety of programs to select from. The commitment time per week is up to three / four hours or less. Again, we have designed these programs with busy workers in mind. There is even a program with no exercise and you still get results.

Q. Is it ok to have males and females in my team?

A. Absolutely. Your entire team contributes to your overall success. You would be quite surprised at the different talents and skills that your team members have. From recipes to motivating you to stick this out. You MUST work as a team.

This is why the WHC is known around the country as the Ultimate In Teamwork and Leadership.

Q. Should I consult with my doctor prior to starting this?

A. Yes. Always work closely with your doctor / health care professional when it comes to your personal health. Go and have a check-up. Great idea. Well done.

Q. Can we name our own team?

A. Yes—go for it. Your team needs an identity. Also, you can feature your team's performance via our e-mag Workin' Life. Great exposure for promoting your team and workplace. Just send your article—see new website.

Q. My boss has just approved our entire workplace to get involved, which is fantastic news. We are all eager to start losing weight and becoming fitter. What should we do prior to receiving our WHC kits and new book 'No Standing'?

A. Thank your boss for sponsoring you all. This is great news.

Your checklist

- Form team or teams to represent your workplace
- Give your team (s) a name—i.e. it can be of the business name also
- Appoint the Team Leader—in charge of entire team
- Appoint a 2IC (second in charge) to support the Team Leader
- Advise your team to go for a health check-up
- Lock in the date of Monday 18th September 2006
- Wait for the NEW website to go LIVE
- Hold a number of key strategic team meetings i.e. lunchtime, etc to work out ways of gaining the most out of this experience
- Work out how many kilo's your team wishes to lose. Be realistic here. From past experience, members lose anywhere between 1/2 to 1 kilogram of unwanted body fat weight per week.

This amount will be your team's target. You always need a target in LIFE.

If you have any further questions, concerns or comments please feel free to send to: info@workplacehealthchallenge.com

Thank you and good luck to all participating teams. Let the transformation begin.

JULIAN SMITH



NO STANDING