



**FOR IMMEDIATE RELEASE**

## **WellTek Positioned to Capitalize on Trends in Health and Fitness**

### ***Three Subsidiary Companies Offer Combined Solution to Growing Health Concerns***

**ORLANDO, FL – PR NEWSWIRE – November 24, 2009** – Two thirds of adults are overweight and one third of those are obese. Experts estimate that 80 percent of the population will experience a back problem at some point in their lives. Back pain is one of the most common reasons for missed work and the second most common reason for visits to the doctor's office. Combine these sobering statistics with ever-increasing healthcare costs and the growing health concerns among the global population, and it's easy to see why the economic outlook for the health and fitness industry is resoundingly positive.

WellTek, Incorporated (OTCBB:WTKN) is positioned with three subsidiaries – MedX Ltd., Pure HealthyBack and lime Fitness – to provide lasting solutions for chronic neck and back pain, combat obesity, and empower people to take control of their health and wellness.

"Through our strategic integration of *MedX*-branded equipment and application of proven Exercise Science-based principles and instruction, we've created an environment of strong organic growth potential through tactical replication and scaling," said Randy Lubinsky, Chairman and CEO of WellTek, Inc. "Our three subsidiaries create one large WellTek footprint that spans the health and fitness sectors – creating a positive impact on the health of millions."

MedX, Ltd. manufactures, markets and distributes exercise and medical rehabilitation equipment to the medical and fitness markets. MedX's patented medical exercise machines have succeeded in providing the healthcare industry with the very first tools capable of producing specific and accurate tests for assessing functional ability, as well as the finest source of rehabilitative exercise. MedX further expanded its market by creating (non-medical) exercise versions of its medical machines – branded the *Core Spinal Fitness System™*. Scientific research indicates that in less than 20 minutes, twice a week, these five machines can help reduce or eliminate back pain and provide a solid foundation for whole-body strength and flexibility.

The proven success of MedX speaks for itself through a "Who's Who" customer base comprised of professional sports teams; colleges and universities – both domestic and abroad; government agencies, including but not limited to every branch of the U.S. Armed Forces, CIA, Department of Energy, Secret Service, FBI and the Veterans Administration (numerous locations); Fortune 500 companies, such as General Motors and Tyson Foods; and hundreds of medical rehabilitation hospitals and leading wellness centers throughout North America and around the world.

Pure HealthyBack utilizes MedX medical machines and an innovative patient-centric approach to healthcare delivery and true payment reform that places a keen focus on quality care, measurable health outcomes, and cost savings over the life of the patient, thus effectively managing the condition with long-term value in mind. The Company offers a forward-looking, turnkey program for health plans, large self-insured employer groups, federal government agencies and consumers. Its viable non-surgical treatment helps patients with chronic neck and back pain – ailments that cost the U.S. healthcare system as much as \$100 billion each year and afflict an estimated 80 percent of all adult Americans.

lime Fitness will offer a network of studios dedicated to life, image and mind enrichment with an innovative combination of lifestyle fitness coaching, science-based exercise, advanced training programs and nutritional

counseling. Wellness Coaches specialize in educating and partnering with clients to achieve maximum potential in fitness and mind/body balance. Each location will be fitted with MedX machines, SCIFIT cardio machines and state-of-the-art Pilates equipment – all backed by proven scientific research.

With the flagship studio successfully opened in Orlando, Florida, the focus is now on establishing new centers in desirable target markets that have met specific demographic and psychographic criteria. In addition to planning its own corporate-owned network of studios, WellTek (WTKN) is also actively engaged in discussions to accelerate lime’s rise in national prominence through strategic joint ventures in certain geographic areas.

“The WellTek story speaks for itself,” said Roxie Mooney, Vice President Marketing and Communications, WellTek, Inc. “Now we’re just creating greater opportunity for people to experience the life-changing story for themselves.”

#### **About WellTek Incorporated**

WellTek (WTKN) is a global health, fitness and wellness company that provides solutions to help address some of the world’s most pressing and costly health challenges—obesity and chronic neck and back pain. The Company’s subsidiary, MedX Limited, manufactures, markets and distributes the most advanced medical exercise equipment to the medical and fitness markets. Through its wholly owned subsidiary Pure HealthyBack, Inc., WellTek is redefining healthcare delivery by providing health plans, self-insured employer groups, and consumers with a viable non-surgical, lower cost treatment for patients who are seeking lasting relief from chronic neck and back pain. The Company also owns and operates lime Fitness, Inc., a high-end fitness and exercise studio specializing in lifestyle fitness coaching designed to facilitate life, image and mind enrichment. For more information on the Company, please visit [www.WellTekinc.com](http://www.WellTekinc.com).

*Certain statements contained in this press release, which are not based on historical facts, are forward-looking statements as the term is defined in the Private Securities Litigation Reform Act of 1995, and are subject to substantial uncertainties and risks in part detailed in the respective Company’s Securities and Exchange Commission filings, that may cause actual results to materially differ from projections. Although the Company believes that its expectations are reasonable assumptions within the bounds of its knowledge of its businesses, expectations, representations and operations, there can be no assurance that actual results will not differ materially from their expectations. Important factors currently known to management that could cause actual results to differ materially from those in forward-looking statements include the Company’s ability to execute properly its business model, to raise additional capital to implement its continuing business model, the ability to attract and retain personnel – including highly qualified executives, management and operational personnel, ability to negotiate favorable future debt facilities and capital raises, and the inherent risk associated with a diversified business to achieve and maintain positive cash flow and net profitability. In light of these risks and uncertainties, there can be no assurance that the forward-looking information contained in this press release will, in fact, occur.*

**FOR MORE INFORMATION, PLEASE CONTACT:**  
**Elite Financial Communications Group, LLC**  
**Dodi B. Handy, President & CEO (Twitter: dodihandy)**  
**Kathy Addison, VP of Elite Media Group (Twitter: kathyaddison)**  
**407-585-1080 or via email at [WTKN@efcg.net](mailto:WTKN@efcg.net)**