



FOR IMMEDIATE RELEASE

WellTek Subsidiary Expands International Distribution Network in Latin America

Grants Medical Exercise Centers International, Inc. Distribution Rights to Market and Sell MedX Exercise and Rehabilitation Equipment in Brazil, Colombia and Mexico

ORLANDO, FL – PR NEWSWIRE – January 19, 2010 – MedX, Ltd., a wholly owned subsidiary of WellTek Incorporated (OTCBB: WTKN), a global health, fitness and wellness company, today announced that it has granted Medical Exercise Centers International, Inc. (MECI) distribution rights to market and sell the Company's full line of exercise and rehabilitation equipment in Brazil, Colombia and Mexico. Established in 2000, MECI owns and operates its own proprietary network of sports medicine and rehabilitation centers in Spain and Venezuela and has served as a valued customer and distributor of MedX products in those markets over the past decade.

Michael Sanchez, Chief Executive Officer of MECI, stated, "As a former professional athlete, certified personal trainer and coach of seven water ski world champions, I have made it my personal and professional business to carefully research the sports medicine and rehabilitation equipment market to discern the industry's best, most technologically advanced solutions available. Quite simply, no competitive offerings have ever been capable of matching MedX machines in terms of functionality, manufacturing superiority, enduring reliability and training outcomes. MECI has been proud to feature MedX machines in our training centers and to serve as an ardent, vocal advocate and distributor of the MedX equipment line in the markets we serve. Given our ambitious growth plans in Latin America, we intend to fully leverage our industry expertise and experience with MedX to expand our collective share of the medical rehab and physical fitness markets in this region."

"An important element of MedX's long term success lies in teaming with the right distribution partners who are capable of promoting accelerated market awareness and adoption of MedX's branded line of exercise and medical machines in key geographic markets around the world," noted Larry Evans, President of MedX, Ltd. "For nearly 10 years, Michael and his team at MECI have proven to be among our strongest marketing allies outside of the United States. Consequently, we are delighted that we have the opportunity to simultaneously enhance our longstanding relationship with their Company while collaborating with them to increase sales of our equipment in key high growth markets in Latin America."

MedX is credited for pioneering an entirely new category in the medical rehabilitation and fitness equipment sector: Medical Exercise Technology, which combines functional testing and resistance exercise necessary to restore and enhance health. MedX holds more than 30 patents on its products, which are among the most researched of its kind in the world. More than 75 peer-reviewed medical journal articles have been published over the past 24 years confirming MedX's ability to significantly decrease chronic spine-related pain issues, restore spinal function, improve quality of life and independence, and decrease or eliminate the need for ongoing spinal care or pain management even after multiple failed attempts at other forms of treatment.

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.

About WellTek Incorporated

WellTek 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.

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.

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