



FOR IMMEDIATE RELEASE

WELLTEK EXPANDS STRATEGY TO ENGAGE COMMUNITY- AND CORPORATE-DRIVEN SOLUTIONS TO IMPROVE HEALTH, WELLNESS AND QUALITY OF LIFE OF AMERICANS

ORLANDO, FL – May 27, 2010 – According to a report recently published in the *Archives of Internal Medicine*, one of the JAMA/Archives journals, researchers note that there are four healthy lifestyle factors that can result in up to as much as an 80% reduction in the risk of developing the most common and deadly chronic diseases: maintaining a healthy weight, exercising regularly, following a healthy diet and never smoking. Nonetheless, the cost of treating obesity-related medical problems, alone, reached \$147 billion in 2009, thus making obesity an alarming national public health concern requiring a multi-faceted, multi-channel community- and corporate-based approach to effectively address the problem. Moreover, *The Washington Post* reports that Medicare beneficiaries with multiple chronic illnesses currently see an average of 13 different physicians, fill 50 different prescriptions annually and are 100 times more likely to have an avoidable hospitalization than someone with no chronic conditions.

WellTek Inc. (OTCBB: WLTK), a global health, fitness and wellness company, today detailed its plans for executing a series of complementary business strategies designed to build and support a robust portfolio of best-of-breed medical, rehabilitation and fitness brands, technologies and services. With specific concentration on high growth, emerging market sectors being fueled by the global health and wellness movement, the Company is developing or acquiring businesses that it believes will play a definitive role in empowering consumers to live healthier, happier, longer lives and, as a result, drive down the cost of healthcare.

Randy Lubinsky, Chairman and CEO of WellTek, stated, "If current trends hold, 86% of the adult American population will be overweight or obese by 2030, and childhood obesity rates will hit 40% in less than two years. Consequently, the cost to our nation's healthcare system will spiral even further out of control and the quality and longitude of life for Americans will be severely compromised due to the rise in the numbers suffering from preventable chronic and severe ailments and diseases. "

"More must be done now to arrest the rise in these costs and statistics – and WellTek is well poised, primed and ready to provide necessary industry leadership and the solutions to help reverse these deadly trends." Continuing, he said, "WellTek's management team has spent the last year carefully scrutinizing prevailing market perceptions as well as emerging business and consumer trends to better understand the challenges and opportunities inherent in today's booming health and wellness environment. The notion that rapid weight loss can be achieved and sustained through quick-fix diet programs and/or over-the-counter diet pills has begun to give way to a new way of mainstream thinking that engages adherence to a balanced diet, enjoying an active lifestyle and fully leveraging peer support and social interaction to achieve one's personal health and wellness goals. We believe that herein lies numerous and compelling high-growth opportunities for WellTek to equip people with meaningful wellness information, tools and solutions necessary to support them."

"Thanks in large part to the widespread use of the Internet and, more specifically wellness-focused social networking sites, peer counseling in online communities is expanding exponentially and helping to change the way that people approach and manage their daily health and fitness regimens. Consequently, WellTek has been actively exploring opportunities to develop or acquire an existing online social networking platform that will allow us to actively reach, engage and team with consumers, strategic corporate partners and health and wellness professionals. This online platform will serve as a vital element of WellTek's going forward business strategy and will ultimately provide us with the means to fully optimize our existing *MedX* and *PureHealthy Back* brand assets, products and services to aggressively promote revenue and earnings growth at our Company, increase shareholder value and allow us to have a positive – and perhaps even profound – impact on the quality of lives of millions of Americans," added Lubinsky.

Concluding, he said, "This is an ambitious undertaking for WellTek, but one we are well suited and highly committed to tackling. In the coming weeks, we look forward to announcing further more detailed information relating to this exciting expansion strategy."

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. 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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