



FOR IMMEDIATE RELEASE

WellTek Subsidiary Pure HealthyBack, Inc. Expands Management Team With Appointment of Gerry Dabkowski as SVP of Business Development

ORLANDO, FL – PR NEWSWIRE – March 23, 2010 – Pure HealthyBack, Inc., a wholly-owned subsidiary of WellTek Incorporated (OTCBB:WTKN), today announced the appointment of Gerry Dabkowski as Senior Vice President of Business Development. In the newly created position, Dabkowski is tasked with pursuing and managing *Pure HealthyBack Program* collaborations with health plans and large self-insured employer groups based throughout the United States.

The *Pure HealthyBack Program* is a 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. Its viable non-surgical treatment helps patients resolve 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% of all adult Americans. The program is designed to provide care based on the needs of the patient, not the system – ultimately avoiding costly and unnecessary treatments and procedures, drastically cutting the costs of claims, improving patient satisfaction and quality of life, eliminating unnecessary spinal surgeries, and reducing utilization rates.

Dabkowski joins Pure HealthyBack after having served as Vice President of Corporate Accounts at Health Integrated from 2006 through 2009. From 1996 through 2005, he rose through the ranks at Accredo Health, Inc., beginning first as a Regional Sales Manager and ascending to Area Vice President of Managed Care, where he was responsible for organizing and directing managed care sales for the Company and its affiliates. Among other senior posts, he also served as Director of Physician Hospital Network Development at Healthcare USA, a managed care organization. Dabkowski graduated from the University of North Florida with a Bachelor of Science degree in Business Administration and earned his MBA from Jacksonville University.

Randy Lubinsky, President of WellTek Inc., noted, “We recognize that Pure HealthyBack’s future growth and enduring success will be closely linked to the individuals chosen for key leadership positions. Gerry brings our Company deep experience, influence and trusting relationships with many of the nation’s leading insurers and healthcare institutions – all vital assets that we hope to benefit from as we move Pure HealthyBack forward. We are delighted to welcome him to our team.”

About Pure HealthyBack, Inc.

A wholly-owned subsidiary of WellTek Incorporated, Pure HealthyBack is building a national network of medical rehabilitation centers for chronic neck and back pain utilizing its proprietary medical exercise technology and scientifically proven clinical protocols. Recognizing the need for innovation in how care is organized and delivered, the Company offers a forward-looking, turnkey program for health plans, large self-insured employer groups, federal government agencies and consumers. The purpose of the Pure HealthyBack program is to improve patient health by providing higher quality care at lower costs. For more information, please visit www.PureHealthyBack.com

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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