



FOR IMMEDIATE RELEASE

WELLTEK SUBSIDIARY UNVEILS PLATFORM FOR INTEGRATING NETWORK MARKETING WITH SOCIAL NETWORK

WellCity Monetizes the Use of Social Networking for 'Residents'

ORLANDO, FL – July 13, 2010 – WellCity, Inc. (<http://www.wellcity.com>), a wellness-related social network and subsidiary of WellTek, Inc. (OTCBB:WTKN), today unveiled *WellCity Market™*, its network marketing platform, calling all consumers and network marketers to be one of the first to join this ground-breaking opportunity to create optimum health and long-term wealth by getting social inside WellCity.

"Until now, social network users have had no way to leverage their personal network as a direct income opportunity. Today, we've changed that," said David George, CEO of WellCity. "We are the first social network to offer actual money to its users. With the integration of *WellCity Market*, our WellCity 'residents' have an unprecedented opportunity to help others achieve optimal health, while they earn income from the purchases made by their network of family and friends or 'neighbors'. It's a simple idea: users get paid every time their 'neighbors' make a purchase inside *WellCity Market*."

WellCity Market offers a breadth of natural products to help others live a more enriched life physically, spiritually and financially. The technology of online social networking provides the single most effective medium today for creating long-term wealth and for teaching people about new products and services that help people feel better, lose weight, prevent disease and become younger and stronger even as people grow older.

According to world-renowned economist, Paul Zane Pilzer, the emerging Wellness Industry has quickly become the hottest trend in the world today and it is predicted to reach \$1 trillion by 2012. Furthermore, according to Direct Selling News, well over \$70 billion dollars in revenue was generated in 2009 by the top 100 network marketing companies. "The convergence of the Wellness Industry with Network Marketing and Social Networking provides an extraordinary opportunity for our residents in WellCity, as well our shareholders; we are creating the perfect storm of opportunity," said Randy Lubinsky, Chairman and CEO of WellTek. "It's comparable to merging Amway with Facebook."

About WellCity Incorporated

WellCity is a social utility where health- and wellness-minded 'residents' can closely commune with one another; receive support, information and encouragement from their 'neighbors' and from a league of leading professional experts; shop for health and wellness-oriented product and services; compete in WellCity's proprietary **90-Day Wellness Challenge**; and even enjoy income opportunities by leveraging their personal network. For more information on the Company, please visit www.WellCity.com.

About WellTek Incorporated

WellTek is a global health, fitness and wellness company that provides proven solutions to help address some of the world's most pressing and costly health and wellness challenges. The Company owns and operates WellCity, Inc., a premiere wellness-related social utility that helps 'residents' live happier, healthier, longer lives. 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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