

FOR IMMEDIATE RELEASE

Viocare's Wellness Mission: Changing the Way We Eat, One Diet at a Time

PRINCETON, NJ – July 29, 2010 – For Adina Marcus, eating healthy while dining out has never been easier. That's because Marcus recently participated in VioDine, a pilot program that provided personalized meal recommendations at local restaurants via GPS enabled smartphones.

Rick Weiss, founder and president of Viocare, explained that it's not enough to tell people what's healthy; you need to show them why it matters to their personal health. And that is just what VioDine is about. Marcus exclaimed, "I loved it! The phone was amazing and took all of the guesswork out of deciding what to eat." Provided with a series of healthy menu choices at both independent and chain restaurants in Princeton, Marcus explained that the program offered her suggestions based on her personal health goals, including details about carbohydrates and sodium in menu items.

VioDine is a mobile application developed by Viocare, Inc., a Princeton New Jersey-based company working to improve people's wellness through technology. To do this, the company relies on its long history of clinical research experience, and more than \$8 million in research grants, including the contract from the National Cancer Institute that funded the VioDine program.

"We've learned that when you personalize the impact of food choices, and provide a platform to manage them, people will actually make decisions to improve their health," Weiss said. For her part, Marcus agrees. "A restaurant menu usually offers a huge number of decisions," she explained. "Looking at all those choices, I might waiver and pick something that's bad for me. But when the VioDine said 'Here are your four options,' it was easier for me to stick with a healthy choice."

Matching restaurant offerings to customized user profiles is just one part of Viocare's technology-enabled systems that recognize good food choices are a core component of good health. And, unlike most other companies, Viocare puts science behind everything they do. Weiss explains, "Our products are scientifically and clinically valid, but they are also easy to use – which is helpful wherever people are faced with a food decision, whether eating out, in the supermarket or at home."

About Viocare, Inc.: Viocare, Inc. designs and implements technology solutions to improve health and nutrition through education and behavioral change. For more than seventeen years, Viocare has been working with leading institutions in our mission to foster wellness. Viocare is privately held and based in Princeton, NJ.

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