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## News Release

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### Optimae LifeServices to provide DeskActive to enhance worker health

**Johnston, IA (September 16, 2011)** – DeskActive, Inc. announced today that Optimae LifeServices has selected DeskActive® Team desktop application as a solution to enhance the company's worksite wellness program for its growing and diverse workforce.

Optimae employs approximately 1,000 workers in a range of health care services including community based disability services, mental health clinics and home health care. The company has experienced tremendous growth in recent months, and is committed to fostering a culture of health across the communities it serves and within the organization as well.

"Because a number of our staff members work from their desks for an extended period of time, we are excited to offer this benefit as an option to improve their physical health. As our brand promise — *At Your Side. On Your Side.* — indicates, we strongly believe in supporting our work family and see DeskActive as an opportunity to provide additional resources to them," according to Optimae's William Dodds, President, and Rod Hotek, CEO, in a joint statement.

The integration of technology into every aspect of our lives has led to people sitting for extended periods of time and being more sedentary than ever before. This unnaturally prolonged posture can lead to neck, back and other joint and muscle discomfort. In fact, an emerging body of research from academic and integrated medical centers in the U.S., Europe and Australia, have concluded that sitting is a potentially lethal activity that is quickly becoming a public health epidemic. Bodies were made to move. By simply taking short, frequent breaks to walk, stretch or move yields positive health benefits for all of us.

"We're excited to be working with Optimae and supporting the organization's focus on worker health and wellness," said Paul Greenwood, DeskActive CEO. The DeskActive application works to combat the negative impacts of sitting and sedentary work by encouraging frequent breaks to stretch, move, relieve and prevent musculoskeletal problems and injuries. DeskActive virtual health coaching breaks combine the use of animated avatars, health advice and tips, and personalized push messaging to make engagement in wellness information and activities fun, easy to use and actionable.

#### About DeskActive, Inc. ([www.deskactive.com](http://www.deskactive.com))

DeskActive is an interactive technology and communications company focused primarily on the development of consumer engagement tools in the healthcare sector. The company's premier product is DeskActive® Team, a smart client application designed for corporate settings to support and enable worksite wellness participation with an emphasis on musculoskeletal movement throughout the workday. DeskActive's innovative communications platform includes interactive personalized messaging and the use of animated avatars to demonstrate, educate and inform users about the importance of frequent body movement, particularly for sedentary workers. DeskActive also develops consumer technology solutions for business partners in healthcare sectors including applications and software for a variety of desktop and mobile platforms. DeskActive was founded in Melbourne, Australia in 2006 and expanded into the U.S. market in 2009, establishing its corporate headquarters in Des Moines, Iowa.

#### About Optimae LifeServices ([www.optimaelifeservices.com](http://www.optimaelifeservices.com))

Optimae LifeServices (formerly ResCare) provides a comprehensive range of community healthcare services including outpatient mental health care centers, home health services, and behavioral health services to communities throughout central, eastern and southeast Iowa. In addition to these primary lines of business, Optimae operates businesses that employ people with disabilities including a bookstore/coffee shop, a trading company featuring furniture and household goods, and an organic farm. The company operates from various locations throughout Iowa and employs more approximately 1,000 full-time and part-time workers.

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