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News Release

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DeskActive now available in browser version; new pricing

Johnston, IA (January 5, 2012) – DeskActive®, the popular personal ergonomics software program, is now available in a convenient browser version, making the product even more versatile for organizations or individuals.

“We’re pleased to expand accessibility across a broad range of web browsers, making the product more universally available to PC and Mac users. We listened to feedback from our customers who asked for an alternative to the installed version to provide flexibility and ease in implementations, particularly in corporate settings where installation may be complex,” said Paul Greenwood, CEO.

More and more research is documenting the negative effects of sedentary work. The majority of the American workforce sits at a desk all day. That time, combined with commute time and daily TV or at-home computer usage, adds up to an average of 7.7 hours a day being sedentary, according to the American Journal of Epidemiology. Many experts believe sitting is a lethal activity and contributes to several negative health risk factors like high blood pressure, high cholesterol and weight gain.

A Johnson & Johnson/Human Performance Institute study found that as little as 1-2 minutes of physical activity every 30 minutes or so is enough to oxygenate the brain to improve employee function and productivity. Stand-up or walking meetings and sit-stand workstations are gaining momentum in many organizations as easy ways to add movement into the workday. DeskActive complements these activities and is another cost effective option for individuals and organizations. Short and frequent stretch DeskActive breaks scheduled just 2-3 times a day effortlessly remind people to make moving a priority.

Web browsers supported via the new DeskActive browser-based experience include Internet Explorer, Chrome and Safari. Purchasers may still choose the downloadable installed version of the software, but this option is available only for Windows PCs. Both products are available on the company website www.deskactive.com.

The company also announced new pricing for its annual software subscriptions. DeskActive Personal for individuals is available for \$35 for the first year, and \$15 for annual renewals. DeskActive Team for corporate settings is available for \$30 per subscription for organizations with 2-500 users for the first year, and \$9 per subscription for annual renewals. Optional pricing is available for organizations with more than 500 users.

About DeskActive, Inc. (www.deskactive.com)

DeskActive is an interactive technology and communications company that develops consumer engagement solutions for business partners in the healthcare and financial services sectors. The company’s innovative communications platform includes interactive personalized push messaging with the use of animated avatars to engage users to take action, deployed across a variety of desktop and mobile platforms. The DeskActive product was originally developed in Melbourne, Australia, and launched the current U.S.-available product in early 2011.

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