



DPS Health
1539 Sawtelle Blvd. Suite 10
Los Angeles, CA 90025
310.444.0650
www.dpshealth.com

For Immediate Release

**DPS Health is Proud to Announce the Virtual Lifestyle Management service
*Motion Picture & Television Fund initiates pilot program***

(Los Angeles, CA) – October 10, 2008 – DPS Health and the Motion Picture & Television Fund (MPTF) are pleased to announce the rollout of a pilot program for DPS Health’s Virtual Lifestyle Management™ (VLM) service. The VLM service gives MPTF’s Disease Management Program a tool to provide active, eligible Motion Picture Industry members with a clinically-linked, internet-based, weight management service that helps overweight adults become more active, eat better, lose weight and live healthier lives.

DPS Health worked with the University of Pittsburgh to improve patient engagement through web-based learning, tracking, and motivation to create the VLM service. The MPTF Disease Management Program will be piloting this service to determine if it an effective approach for the MPI active, eligible population.

MPTF’s goal is to enroll 50 patients during the first quarter of 2009 so they may study how the VLM would enhance current efforts to help members improve their health. They are particularly interested in the VLM as the varied work schedules of many of their members make it difficult for them to attend scheduled classes or face-to-face and telephonic coaching sessions.

“We are excited to be working with one of the most well respected healthcare provider organizations in the Los Angeles area. We feel confident that the Motion Picture & Television Fund’s unique patient population will benefit greatly from the VLM service and look forward to a successful pilot program” said Neal Kaufman, M.D., M.P.H., founder and CEO of DPS Health.

Deeply concerned about the epidemic of weight-related illness, rising health costs and chronic conditions, Kaufman founded DPS Health to address serious chronic diseases, such as type 2 diabetes, in order to help clinicians more effectively improve health outcomes of their patients. The impetus for this came from the findings of the landmark NIH-funded Diabetes Prevention Program. Kaufman is a proven leader who has built a record of trust through local, state and national efforts to improve public health.

About Motion Picture & Television Fund

The non-profit Motion Picture & Television Fund, headquartered in Woodland Hills, Calif., was founded in 1921 to provide “relief” for those in the film industry who had fallen on hard times. Today, 85 years later, MPTF is a major service provider supporting the health and well being of the entertainment community. Healthcare, childcare, retirement living and social/charitable services are offered with compassion and respect for the dignity of the whole person. More information is available at www.mptvfund.org.

About DPS Health

DPS Health, formerly known as Diabetes Prevention Source, extends the practice of medicine to meet current and future health threats. The increasing prevalence of life-style diseases and consumer driven treatments require new and improved ways to engage, enlighten and motivate individuals to adopt and sustain health promoting and disease preventing behaviors. DPS Health creates software solutions through an innovative, flexible and scalable technological platform (Behavior Change

Suite™) based on research-proven lifestyle coaching methods. University of Pittsburgh faculty worked with the DPS Weight Management division to develop the web-based Virtual Lifestyle Management service (VLM), based upon the Diabetes Prevention Program developed by the University of Pittsburgh. DPS Health is a licensee of this program for delivery through the VLM service. In addition, DPS Health has the Physical Activity Prescription™ to help sedentary and overweight adults become more physically active.

All product and company names mentioned herein may be the trademarks of their respective owners.

For Press Inquiries Contact:

Carol Eisner

EISNER PUBLIC RELATIONS

(310) 839-1400

carol@eisnerpr.com

###