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TargetSafety to Offer Healthyroads Online Wellness and Prevention Management Services to its Nationwide Customers

SAN DIEGO (January 26, 2010) – Healthyroads, Inc., a subsidiary of national health and wellness organization American Specialty Health Incorporated (ASH), announced that it was selected by TargetSafety, Inc., a developer of online risk management solutions, to provide its online suite of wellness and prevention management services to their public entities customers—which include risk pools, cities, fire departments, water districts, and schools. The Healthyroads features are seamlessly integrated with TargetSafety’s PreventionLink portal, a comprehensive suite of training, compliance, communication, and risk management solutions.

TargetSafety’s customers will now have access to Healthyroads.com, which features a variety of nutrition and exercise planners, an online library of articles on hundreds of health-related topics, e-coaching courses, an assortment of health trackers, daily health tips, and more.

In addition to the tools on Healthyroads.com, customers can also utilize a Personal Health Assessment (PHA). The PHA provides users with a health score, a detailed report on their current health, and suggestions for healthy living to aid in the creation of a comprehensive health improvement plan.

TargetSafety customers will also have access to additional add-on Healthyroads programs and services, including worksite wellness programs and lifestyle coaching. Healthyroads will contract directly with these customers to offer such services.

About TargetSafety

TargetSafety is a pioneer and leader in the development of online solutions that simplify and standardize risk management. These solutions are used by more than 2,500 public entities nationwide, including school districts, risk pools, cities and municipalities, fire and emergency medical service departments, and water and wastewater districts. The Company’s flagship product, PreventionLink, is the

industry's most comprehensive suite of training, compliance, communication and risk management solutions. For more information, visit www.targetsafety.com.

About American Specialty Health and Healthyroads

American Specialty Health Incorporated (ASH) is a national health and wellness company that provides health improvement programs, specialty network management programs, and fitness and exercise services to health plans, insurance carriers, employer groups, and trust funds. Based in San Diego, ASH has more than 700 employees and covers over 15.6 million members.

Healthyroads, Inc. is the health improvement subsidiary of ASH. Healthyroads offers a wide range of personal health solutions—including award-winning telephone-based personal health coaching programs, member engagement promotion programs, incentive management programs, competitive challenges, worksite wellness programs and its integrated online health improvement portal, Healthyroads.com.

For more information about ASH health and wellness programs, visit www.ASHCompanies.com or call 800.848.3555.

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