



NEWS RELEASE

NEW PENNSYLVANIA COMPANY OFFERS SCHOOLS INNOVATIVE APPROACHES TO HEALTH AND PHYSICAL EDUCATION

Product, Technology, and Curriculum Experts Pool Efforts To Address Current Child Health Crisis

LANCASTER, PA. - Concurrent with First Lady Michelle Obama's "Let's Move" campaign, a newly formed company is breaking ground by aggregating product, technology, and curriculum experts to provide school districts with turnkey solutions to pressing health and physical education needs. Fizika Group, LLC, is a strategic marketing and product development firm that identifies and connects providers of innovative health and physical education solutions with schools across the nation and around the world. Through its consortium of assembled experts, Fizika's goal is to help school districts efficiently make physical education more relevant and prevalent in the lives of children and their families.

"We're able to introduce cutting edge health and physical education approaches to schools that might not otherwise have access to these programs," says Fizika president and co-founder Martha Lester Harris. "Whether we're talking about an in school PGA-supported golf educational program for middle and high school students or a web-based Student Health Force curriculum focused on health and wellness, Fizika's partners offer products and services that motivate students and their parents to make healthy choices. By capturing their attention with relevant activities, we hope to ingrain healthy behaviors that will last a lifetime."

Fizika first gathers market intelligence for collective physical education needs in a specified region, then draws from partner companies to offer school districts emerging online technologies and on-site equipment. Based on the individual need, recommended solutions may take the form of curriculum, equipment, interactive technologies, or data collection and assessment.

Key to Fizika's efficiency and effectiveness is its consortium of world-class partner firms whose collective expertise provides innovative suggestions for school physical education programs. Recognizing that physical and emotional well-being empowers students to achieve in every aspect of school life, Fizika offers proven curricula and interactive behavior modification tools that can effect a connection between physical activity and academic achievement.

Initial Fizika community partners are: Foundational Fitness, developer of training equipment and curriculum guidelines that synergize the brain-body connection; Faymar Productions' LessonTech, which provides customized software solutions and lesson planning strategies using national, state, and character standards; Spirit of Golf In Schools which provides lesson plans and PGA professional support to produce the next generation of golfers; InnerLink Inc., a pioneer in development of web-based technologies for health and wellness data collection and instruction; Socci Sport LLC, which creates physical education and adapted PE tools to teach children, ages 3-18, inclusion, obesity prevention, and violence prevention; St. Andrew Development Inc., producer of a suite of disease prevention, wellness enhancement, web-enabled interactive kiosks with touch screen applications; and Intelmarx, an industry leader in online marketing software and materials that build constituencies, generate donations, and manage events.

Sharing a common vision for quality physical education programs that engage learners at multiple levels, Martha Lester Harris, MPA, and Michael Cordier, Hons. HRD, are the founders of Fizika.

Ms. Harris, president, previously co-founded InnerLink, a pioneer in development of web-based health and wellness technologies for schools, communities, and employers. Honored as a Distinguished Daughter of Pennsylvania for her accomplishments in both the private and non-profit sectors, Ms. Harris recently received a Presidential Citation from the American Association for Physical Activity and Recreation for her work at InnerLink to improve the practice of physical education for all learners. She has many years' experience at the regional, state, and national levels working with international trade, economic and workforce development, and coordinated school health. She served for five years in the Cabinet of former Pennsylvania Governor Tom Ridge, as a Deputy Secretary of Commerce and as Chief Operating Officer of Pennsylvania's Workforce Investment Board.

Mr. Cordier, senior partner, previously founded the Wellness Assessment Center in Florida, which introduced computerized fitness assessment technology to the physical education market. In addition to his consultations with school districts and health departments across the United States and Canada, he has provided

computerized fitness assessments and nutrition analysis for baseball clinics nationwide and currently is the sole distributor of Fizika Light, a safety reflective band for walkers, runners, and cyclists. Mr. Cordier, who has served as vice president of GeoFitness and as national sales director for Walk4Life, also helped develop the education division for Polar Electro, a heart rate monitor company. A native of South Africa, he received the 2009 Presidential Appreciation Award from the International Association for PE and Sports for Girls and Women.

Fizika Group, LLC is headquartered in Lancaster, Pennsylvania with an office in Malabar, Florida. For more information about Fizika and its programs, go to <http://www.FizikaGroup.com> or call 717-575-7465.
