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**FOR IMMEDIATE RELEASE**  
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**SURVEY INDICATES LIFESTYLE CHANGE  
IS MORE IMPORTANT THAN DIETS**

**(PHOENIX, AZ)** – After nearly two years and 95 pounds lighter, Lisa Ashmore is a new person. So much so, that she has to remind people who she is.

“I have ‘before’ and ‘after’ pictures and I sometimes ask people ‘Have you ever seen this woman?’” says Lisa. “And when they say ‘No,’ I say ‘You’re lookin’ at her!’”

Lisa experienced her dramatic weight loss by going through the Kronos Weight Management program provided by her employer in Tempe. She’s living proof that substantial weight loss can be accomplished *and* maintained by learning to make lifestyle changes. And a recent survey shows that other participants of the 12- week Kronos Weight Management program agree.

“Even though millions of people have tried popular diets, the majority does not keep the weight off,” says Susan Kaib, MD, FAAFP, medical director of Kronos Optimal Health Company. “And temporary fixes often make matters worse, causing people to lose muscle, gain fat and slow metabolism. Our program focuses on true lifestyle changes which are needed to maintain weight loss.”

Among the key findings of the Kronos Weight Management Survey:

- Of those who lost weight during the 12- week program:
  - The average weight loss by the end of the 12-week program was 13 pounds or 6% of the initial body weight (an average of one pound per week)
  - Average inches lost in the waist was 1.87 inches
  - Six months after the program ended participants maintained their 13 pound (6%) loss
  - For those who maintained their loss for more than a year, the average loss was 6.2% or 13.5 pounds and 2 inches off their waistline
  - The highest percent loss for an *individual* was a 26% four months after the program ended (67 pounds, 2.4 pounds per week)
- 62% said the single most important thing Kronos Weight Management taught them was that weight loss is not based on dieting as much as a lifestyle change
- 78% and 53%, respectively, were able to maintain improved nutrition and exercise long after the program ended

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Survey Results:

SURVEY		Loss by End of Class		Inches by End of Class	Sustained Inches Lost
		Sustained Loss			
<b>OVERALL</b> 68 Responses	<b>Total</b>	507.20	437.90	79.53	55.57
	<b>Average</b>	<b>7.46</b>	<b>6.44</b>	<b>1.17</b>	<b>0.82</b>
	<b>Average % Loss</b>	<b>3.47%</b>	<b>3.25%</b>		
<b>ORIGINAL LOSS</b> the amount lost after the completion of the 12 week Kronos Weight Management Program 39 Responses	<b>Total</b>	507.20	390.90	73.03	49.07
	<b>Average</b>	<b>13.01*</b>	<b>10.02</b>	<b>1.87</b>	<b>1.26</b>
	<b>Average % Loss</b>	<b>6.05%</b>	<b>5.09%</b>		
<b>SUSTAINED LOSS</b> the amount sustained three months, six months, and a year or longer after the program ended 26 Responses	<b>Total</b>	326.20	437.90	53.03	43.57
	<b>Average</b>	<b>12.55</b>	<b>16.84</b>	<b>2.04</b>	<b>1.68</b>
	<b>Average % Loss</b>	<b>6.31%</b>	<b>8.49%</b>		
<b>MALE</b> 8 Responses	<b>Total</b>	73.00	26.00	9.33	1.17
	<b>Average</b>	<b>9.13</b>	<b>3.25</b>	<b>1.17</b>	<b>0.15</b>
	<b>Average % Loss</b>	<b>3.52%</b>	<b>1.36%</b>		
<b>FEMALE</b> 60 Responses	<b>Total</b>	434.20	411.90	70.20	54.40
	<b>Average</b>	<b>7.24</b>	<b>6.87</b>	<b>1.17</b>	<b>0.91</b>
	<b>Average % Loss</b>	<b>3.46%</b>	<b>3.50%</b>		
<b>3 - 6 MONTHS</b> 21 Responses	<b>Total</b>	140.00	174.50	23.17	18.67
	<b>Average</b>	<b>6.67</b>	<b>8.31</b>	<b>1.10</b>	<b>0.89</b>
	<b>Average % Loss</b>	<b>3.23%</b>	<b>4.03%</b>		
	<b>Total w/Loss</b>	140.00	150.50	23.17	17.17
	<b>Average w/Loss</b>	<b>12.73</b>	<b>13.68</b>	<b>2.11</b>	<b>1.56</b>
<b>6 MONTHS - YEAR</b> 14 Responses	<b>Total</b>	111.00	81.00	11.67	0.50
	<b>Average</b>	<b>7.93</b>	<b>5.79</b>	<b>0.83</b>	<b>0.04</b>
	<b>Average % Loss</b>	<b>3.65%</b>	<b>2.82%</b>		
	<b>Total w/Loss</b>	111.00	58.00	11.67	0.50
	<b>Average w/Loss</b>	<b>12.33</b>	<b>6.44</b>	<b>1.30</b>	<b>0.06</b>
<b>YEAR - MORE THEN A YEAR</b> 33 Responses	<b>Total</b>	256.20	182.40	44.70	28.40
	<b>Average</b>	<b>7.76</b>	<b>5.53</b>	<b>1.35</b>	<b>0.86</b>
	<b>Average % Loss</b>	<b>3.54%</b>	<b>2.93%</b>		
	<b>Total w/Loss</b>	284.20	212.40	38.20	23.40
	<b>Average w/Loss</b>	<b>13.48*</b>	<b>9.60</b>	<b>2.01*</b>	<b>1.23</b>
	<b>Average % Loss</b>	<b>6.15%*</b>	<b>5.09%</b>		

\* Highlighted under "Among the key findings"

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2. Class Type:			3. Gender:		
At my company	51	75%	Female	60	88%
Webinar	13	19%	Male	8	12%
At Kronos	4	6%	<b>Total</b>	<b>68</b>	<b>100%</b>
<b>Total</b>	<b>68</b>	<b>100%</b>			

4. Please enter the amount of time (in months) since your 12 week program ended:			11. I have been able to maintain the following (select all that apply):		
12 months	19	28%	Improved nutrition	53	78%
more than a year	14	21%	Increased physical activity	36	53%
3 months	10	15%	Improved self- esteem	30	44%
4 months	6	9%	Improved emotional eating	27	40%
6 months	6	9%	Improved health	24	35%
5 months	5	7%			
10 months	3	4%			
9 months	2	3%			
11 months	2	3%			
7 months	1	1%			
8 months	0	0%			
<b>Total</b>	<b>68</b>	<b>100%</b>			

12. The single most important thing Kronos taught me was (select one):			13. What has been the biggest challenge since the program ended (select one)?		
It's not a diet, it's a lifestyle change	42	62%	Staying active	22	32%
How to make healthy choices	13	19%	Managing stress	13	19%
How to eat healthier	8	12%	Other, please specify	13	19%
How to increase activity	3	4%	Balancing nutrition	10	15%
How to manage stress	1	1%	Maintaining support	10	15%
How confidence affects daily choices	1	1%	<b>Total</b>	<b>68</b>	<b>100%</b>
<b>Total</b>	<b>68</b>	<b>100%</b>			

14. Which resources helped you achieve success (select all that apply)?		
Behavioral change skills	33	49%
Facilitated by a health professional	33	49%
Group Support	27	40%
Coaching expertise	22	32%
Accountability to others	19	28%

The Kronos Weight Management program involves 12 weekly seminars by a trained, health professional, either in person or via a web seminar, educating and coaching the group about healthier lifestyle choices rather than a strict diet. A sampling of data was collected from 68 respondents to the survey.

The range for healthy weight loss as determined by the American Medical Association is 5 to 10 percent of a person's body weight over a six month period. Most experts agree that a 5-10 percent weight loss can improve blood pressure, cholesterol and blood sugar control.

**About Kronos Optimal Health Company**

Kronos Optimal Health Company provides optimal health products and services for consumers, employer groups and healthcare providers. Its mission is to help people live as healthy as possible throughout their lives. Kronos Optimal Health Company employs more than 50 professionals in the fields of science, medicine, technology, customer service, sales and marketing. Kronos is headquartered in Phoenix and has offices in Agoura Hills and San Diego, Calif.; Dallas, Texas; Denver, Colo; and Jacksonville, Fla.

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