

For Immediate Release

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Southeastern Wisconsin Companies Recognized as “Fit-Friendly”
Quad/Graphics, Inc. first Southeastern Wisconsin Company to receive Platinum Award

MILWAUKEE, September 24, 2008 – The American Heart Association awarded 13 forward thinking companies in Southeastern Wisconsin, who have led the way to provide their employees with a culture of physical activity and health, the Fit-Friendly Companies Award. This year, Quad/Graphics, Inc. was selected as a top tier Platinum Level award winner based on their unique approach to their employee’s health and well being.

Twice a year the Start! Fit-Friendly Companies program recognizes employers who champion the health and wellness of their employees by creating and encouraging a culture of physical activity in the workplace. Companies in Southeastern Wisconsin that have been recognized in this round as Gold Level award winners are;

- Actuant Corporation*
- Cardinal Components*
- CJ & Associates
- Glenroy, Inc.
- Independent Care Health Plan
- QPS Companies, Inc.
- MGIC*
- National Premium, Inc.
- Outsource, Inc.
- Total Mechanical, Inc.
- UnitedHealthcare of Wisconsin, Inc.
- Waukesha County Government*

To be recognized by the American Heart Association as “Fit Friendly” - a certification they can use in their hiring and recruitment processes – companies must meet criteria set by the American Heart Association. Gold Level award winners fulfilled criteria such as offering employees physical activity support, increasing healthy eating options at work, promoted a wellness culture and implemented six physical activity requirements from the American Heart Association. This year Quad/Graphics, Inc. not only renewed its commitment to become a “Fit-Friendly” company, but also completed all of the Gold Level objectives and achieved a cost savings outcome with a positive return on investment to be recognized as a Platinum Level company.

The Start! Fit-Friendly Companies program participants implement various options to encourage physical activity, nutrition and culture enhancements such as on-site walking routes, healthy food options in cafeterias and vending machines, annual employee health risk assessments and online tracking tools. A special advertising section in the October 27, 2008 issue of *Forbes* magazine will include a listing of the Milwaukee area companies that participated.

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In April, the American Heart Association recognized 2008's first round of "Fit-Friendly" companies. Those four are American Enterprises, PyraMax Bank, R&R Insurance Services and West Bend Mutual Insurance Company.

Companies interested in joining the Start! Fit-Friendly Companies program should contact the American Heart Association at (414) 227-1414 or visit www.americanheart.org/startmilwaukee to download an application. Applications are due in January for review by a volunteer expert panel. The panel consists of seven physicians, all of whom are American Heart Association volunteers.

* Denotes renewal of "Fit-Friendly" company status.

About the American Heart Association

Founded in 1924, the American Heart Association today is the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart diseases and stroke. These diseases, America's No. 1 and No. 3 killers, and all other cardiovascular diseases, claim nearly 870,000 lives a year. In fiscal year 2006-07 the association invested more than \$554 million in research, professional and public education, advocacy and community service programs to help all Americans live longer, healthier lives. To learn more, call 1-800-AHA-USA1 or visit americanheart.org.

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