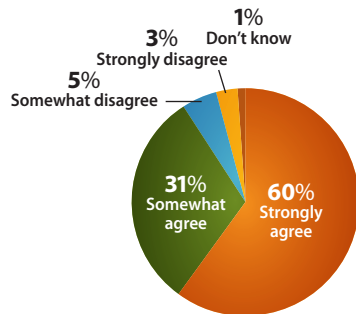


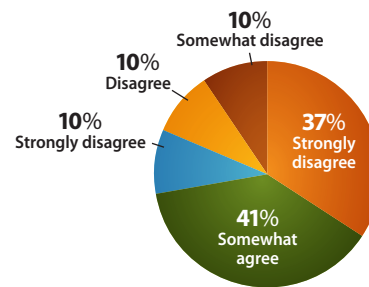
61 percent of Americans are 'at risk' of being unable to maintain their standard of living in retirement, largely due to escalating health care costs, according to the Center for Retirement Research at Boston College (2008 National Retirement Risk Index).

Better health can lead to increased wealth for American workers, both now and in the longer-term, when entering retirement. By focusing on their physical fitness, employees can better safeguard their fiscal fitness in retirement.

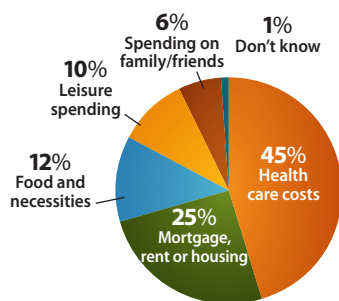
- > 91 percent of employed Americans believe their level of health before retirement impacts the cost of health care expenses during retirement.



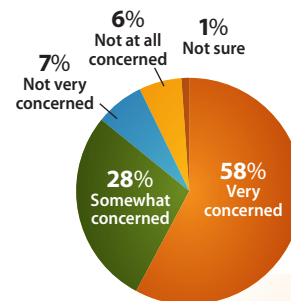
- > Only 37 percent confirmed they have adequate resources and guidance to help plan for health care costs in retirement – leaving the remaining 63 percent questioning their assistance.



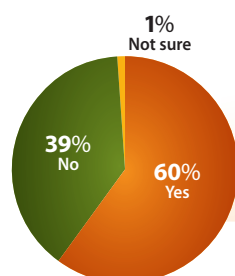
- > 45 percent feel that health care costs will have the biggest impact on their retirement – cited as the No. 1 answer – nearly twice as many as housing costs and nearly four more times than food and everyday necessities.



- > 85 percent of Americans are concerned about the cost of health care in retirement, with only 6 percent of the population stating it's not a concern at all.



- > 60% report that they're currently incorporating health care costs into their retirement planning.



- > **The solution: Wellness in the workplace** The workplace may be the key to solving our nation's health care crisis. Employers can mitigate the strain on America's retirement system by offering customized health and wellness programs to all their employees, regardless of their age or current health, along with providing education about savings and investment options. By selecting high deductible health plan options, having a savings account (HSA), investing in a 401(k) plan and participating in lifestyle management programs (such as obesity, maternity, smoking cessation, nutrition and weight management), employees can keep financially and physically fit today and later in life.

Survey Methodology

The survey results are based upon telephone interviews conducted among a national probability sample of 2,037 adults comprised of 1,014 men and 1,023 women, 18 years of age and older and employed full-time. Interviews were conducted by Opinion Research Corporation between December 6-10, 2007. The margin of error is approximately plus or minus 5 percent. A copy of the survey questionnaire and results are available upon request.

About Nationwide Better Health

Nationwide Better Health™, a subsidiary of Nationwide®, is a leading provider of health and productivity management solutions aimed at lowering health care costs, increasing productivity and improving the quality of life for employers and their employees. Nationwide Better Health is the first company to truly integrate the best collection of health and productivity services available today, including health and wellness, obesity, disease, disability, absence, medical and maternity management. Nationwide Better Health utilizes health assessments, work-site screenings, lifestyle health coaching services, online tools and customized communications and incentive management strategies to obtain best-in-class results for improving health and productivity in the workplace. The company's offerings work together and independently to address both sides of the cost equation: increased efficiency of health and productivity programs and better employee health and well-being to reduce health care-related costs.

For more information, call **866.404.6924** or visit: **www.nwbetterhealth.com**.