

Innovative State Obesity Prevention Program Available to Employers

PLANTATION, FL – September 26, 2007 – A unique bilingual program proven effective in reducing weight and the incidence of obesity among U.S. Hispanics, and used successfully by the State of Florida, is now available to employers.

MiDieta™/MyDiet is the only culturally and linguistically appropriate program of its kind in the nation. The program's effectiveness was validated in a study by the Robert Wood Johnson Foundation and the U.S. Department of Health and Human Services selected MiDieta/MyDiet as one of the “*20 most innovative health promotion and disease prevention applications*” in the country.

In June, the Florida Department of Health (DOH) implemented the Hispanic Obesity Prevention and Education (H.O.P.E.) program that provided funds to develop a customized version of MiDieta/MyDiet for the state of Florida. DrTango, Inc. was selected to design and implement the H.O.P.E. program and is the creator of MiDieta/MyDiet. Among the state's adult Hispanics, 37.6% are overweight and 26.2% are obese. 13.5% of Hispanic students in Florida are overweight and 16.5% are at risk for overweight.

MiDieta/MyDiet is available both online and offline and is customized to each individual, providing them with their own diet and exercise plans, American and Latin recipes for their appropriate calorie level, weekly grocery lists, and one-on-one nutritional counseling all available in English and Spanish.

“We're excited to expand our obesity management and prevention program to include all employers in the state of Florida,” said Dr. Dirk Schroeder, executive vice president of DrTango. “The benefits to their employees from the MiDieta/MyDiet program will be invaluable.”

Obesity is reaching epidemic proportions across the nation and has become a primary concern of public health officials as the incidence of Type 2 Diabetes, heart disease, hypertension, and high blood pressure continue to rise. In the U.S., obesity accounts for 27% of growth in health spending over the last 20 years.

Employers have the opportunity to prevent and reduce weight-related disease, illness, and absenteeism by proactively encouraging employees to participate in the MiDieta/MyDiet program. To learn more about how MiDieta/MyDiet can improve employee health employers can call (407) 683-0896.

About DrTango

DrTango, Inc., is the leading provider of effective, comprehensive, culturally appropriate Hispanic marketing, communications and health management solutions for the U.S. healthcare industry. Since 1999, the country's most prestigious healthcare institutions

have looked to *DrTango* for Hispanic health programs, translation and cultural adaptation and Spanish website design.