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Contact
Pat Sukhum
Director of Corporate Communications
RedBrick Health
612.659.3106
psukhum@redbrickhealth.com

Daniel Ryan Joins RedBrick Health as Chief Executive Officer

Proven enterprise software and services executive to drive next stage of expansion; joins founder and President Kyle Rolfing as company delivers its third consecutive year of triple-digit growth

MINNEAPOLIS (August 8, 2011) – RedBrick Health, a pioneer and leader in consumer health engagement technology for employers and communities, announced today Daniel Ryan has joined the company as Chief Executive Officer (CEO). Ryan is charged with driving the company's growth, expanding upon an impressive run of triple-digit growth over each of the past three years. Both Ryan and RedBrick Founder and President Kyle Rolfing, will serve on RedBrick's Board of Directors.

"We are thrilled Dan is joining RedBrick Health," said Rolfing. "He is a perfect complement to the team of industry leaders we've assembled. Dan brings invaluable background and experience to help RedBrick scale its operations, bring technology to the next level, and help the Company drive down healthcare costs through innovative solutions. We will continue to deliver more health-engaged employee populations and a fair and accountable system of employer-based financing of health benefits."

Ryan was most recently president and CEO at Secure Computing, a leader in enterprise security solutions. Secure Computing was acquired by McAfee where Ryan served as Executive Vice President and General Manager in their Network Security Business unit. Prior to Secure Computing, Ryan served as President and Chief Operating Officer at Stellent, a leading enterprise content management software company, and later as Senior Vice President of enterprise content management products at Oracle, which acquired Stellent. Ryan joined Stellent from Foglight Software, an innovator in e-commerce and application performance management where he headed marketing, product management, and business development.

"Dan brings substantial expertise and a stellar track record. He is a proven industry leader in delivering enterprise solutions," said Bob Higgins, chairman of the RedBrick board and founder of Highland Capital Partners. "Dan rounds out a team that has driven terrific growth to date. With Dan, RedBrick will be even better positioned to achieve its goal of helping organizations effectively address spiraling healthcare costs. This is an exciting time for RedBrick and all of its customers."

"I'm thrilled to join RedBrick Health and its excellent team," said Ryan. "RedBrick's innovative and technology-driven solution uniquely addresses the healthcare cost epidemic facing organizations today. This has translated into rapid customer adoption and revenue growth. I believe we are well positioned to become the next great health information technology company."

RedBrick's data-driven technology platform and related services have redefined the employee health and wellness category. By blending personalization, social networking and financial realignment, RedBrick yields health program engagement rates two to five times that of industry norms, and a 3:1 ROI in just two years. RedBrick also created the social engagement gaming platform that was recently deployed to support the Biggest Loser Minnesota Challenge. The Challenge engaged more than 22,000 consumers who lost more than 75,000 pounds and logged more than 23 million minutes of physical activity.

About RedBrick Health
RedBrick Health is a health technology company that drives sustained engagement in health improvement programs through constant innovation and deep consumer insight. The company's health engagement platform blends a fresh, personalized consumer experience, impactful social networking tools and rewards that link individual financing to healthy behaviors. As a result, RedBrick Health delivers employee engagement rates far exceeding industry norms and the ability to fairly and responsibly control costs through increased employee accountability. Founded in 2006 and headquartered in Minneapolis, RedBrick Health serves large, self-insured employers and strategic distribution partners. Visit RedBrick Health at redbrickhealth.com, read more at healthinnovationblog.com or follow the company at twitter.com/redbrickhealth.

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Tags
RedBrick Health, RedBrick, Daniel Ryan, Kyle Rolfing, health, innovation, employee benefits, healthcare benefits, wellness, prevention, employee wellness, wellness incentives, health care financing, social health, behavioral economics, Minneapolis, Highland Capital Partners, Bob Higgins