



NEWS RELEASE

# Manitoba Blue Cross Debuts New Wellness Plan Featuring Virtual Fitness, Wellbeing and Caregiving Support From LifeSpeak Inc.

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- LifeSpeak Inc.'s industry-leading solutions, LIFT session and Torchlight, are now available as part of a comprehensive wellness plan offered by Manitoba Blue Cross.

TORONTO, April 4, 2023 /CNW/ - LifeSpeak Inc. (TSX: LSPK), the leading whole-person wellbeing solution for employers, health plans and other organizations announced today that it has been selected by Manitoba Blue Cross to deliver virtual fitness, wellbeing support and caregiving resources to members through the organization's new wellness plan, housed within its recently launched digital wellness platform at [wellness.mb.bluecross.ca/](https://wellness.mb.bluecross.ca/).

LifeSpeak Inc. will deliver digital fitness and wellbeing support through its **LIFT session** solution, and caregiver support through its **Torchlight** solution. The partnership will form part of a holistic package of resources offered by Manitoba Blue Cross to support whole mind and body.

"A long-time commitment to delivering health coverage and services that proactively support and advance the total wellbeing of the local community is what sets Manitoba Blue Cross apart from other carriers. With this partnership, Manitoba Blue Cross is embracing solutions that will fill the gaps between government health plans and what Manitobans actually want and need to address whole-person health," says Michael Held, CEO and Founder, LifeSpeak Inc. "I applaud Manitoba Blue Cross for their ongoing commitment to providing innovative solutions that help its members stay healthy, happy and productive."

LIFT session is a digital fitness solution that helps organizations build a healthier and more engaged workforce

through wellness challenges and mindfulness classes conducted in a live, virtual format or on-demand. Torchlight is the only comprehensive caregiver support solution for organizations, health plans and other organizations that facilitates connections between families and top caregiving experts, both digitally and through one-on-one advising and concierge services.

Manitoba Blue Cross has been committed to improving the health and wellbeing of the province and its residents for nearly 50 years. LIFT session and Torchlight are now part of a wellness plan offering that supplements traditional Manitoba Blue Cross health plans and Manitoba Blue Cross's unique home-grown Employee Assistance Program, which delivers support that is tailored to the needs of the community.

"We developed a wellness plan to address a broader spectrum of wellbeing. We feel LifeSpeak Inc.'s solutions, LIFT session and Torchlight, are ideal additions to this plan because they help strengthen physical and mental health and foster a sense of community," says Brenda Slikker, Vice President and Chief Experience Officer, Manitoba Blue Cross. "This partnership gives our members access to industry-leading fitness tools and instruction, as well as resources that will support the growing number of individuals who provide care for a loved one. And because both are virtual solutions, they will benefit members no matter where they are."

To learn more about LIFT session, visit [liftsession.com](http://liftsession.com). To learn about Torchlight, visit [torchlight.care](http://torchlight.care). For more about Manitoba Blue Cross, visit [mb.bluecross.ca](http://mb.bluecross.ca).

## About LifeSpeak Inc.

LifeSpeak Inc. is the leading whole-person wellbeing solution for employers, health plans, and other organizations. LifeSpeak Inc.'s suite of digital solutions allows organizations to provide best-in-class content and expertise at scale, empowering individuals to live their healthiest lives. With a flexible portfolio of solutions, including LifeSpeak Mental Health & Resilience, LIFT session Fitness, ALAViDA Substance Use, Torchlight Parenting & Caregiving, and Wellbeats Wellness, LifeSpeak Inc. offers support across every pillar of wellbeing. LifeSpeak Inc. has more than 30 years of collective experience working with Fortune 500 companies, government agencies, insurance providers, and others across the globe. Insights from LifeSpeak Inc.'s digital and data-driven solutions uncover gaps in wellbeing at the individual and organizational levels, ultimately enhancing workplace performance outcomes. To learn more, follow LifeSpeak Inc. on LinkedIn (<http://www.linkedin.com/company/lifespeak-inc>), or visit [www.LifeSpeak.com](http://www.LifeSpeak.com).

## About Manitoba Blue Cross

Manitoba Blue Cross has been a leading health benefits provider in the province for nearly 50 years, providing a comprehensive range of health, dental, employee assistance, life, disability, wellness and travel coverage that is among the best in the industry. As a not-for-profit, the organization puts people and service first. Manitoba Blue Cross's bottom line is about supporting the health and well-being of all Manitobans, with the goal of providing better care for their members, expanding community impact and broadening their health care knowledge.

## Forward-Looking Information

This press release may include "forward-looking information" within the meaning of applicable securities laws. Such forward-looking information may include, but is not limited to, information with respect to our objectives and the strategies to achieve these objectives, as well as information with respect to our beliefs, plans, expectations, anticipations, estimates, and intentions, and individuals' participation in LifeSpeak Inc.'s programs.

In some cases, but not necessarily in all cases, forward-looking information can be identified by the use of forward-looking terminology and phrases such as "forecast", "target", "goal", "may", "might", "will", "could", "expect", "anticipate", "estimate", "intend", "plan", "indicate", "seek", "believe", "predict", or "likely", or the negative of these terms, or other similar expressions intended to identify forward-looking information, including references to assumptions. In addition, any statements that refer to expectations, intentions, projections or other characterizations of future events or circumstances contain forward-looking information. Statements containing forward-looking information are not historical facts nor guarantees or assurances of future performance but instead represent management's current beliefs, expectations, estimates and projections regarding possible future events, circumstances or performance.

Forward-looking information is necessarily based on a number of opinions, estimates and assumptions that, while considered reasonable by LifeSpeak Inc. as of the date of this release, is subject to known and unknown risks, uncertainties, assumptions and other factors that may cause the actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking information. Important factors that could cause actual results to differ, possibly materially, from those indicated by the forward-looking information include, but are not limited to, the risk factors identified under "Risk Factors" in LifeSpeak Inc.'s annual information form for fiscal year ended December 31, 2021 dated March 30, 2022, and in other periodic filings that LifeSpeak Inc. has made and may make in the future with the securities commissions or similar regulatory authorities in Canada, all of which are available under LifeSpeak's SEDAR profile at [www.sedar.com](http://www.sedar.com). These factors are not intended to represent a complete list of the factors that could affect LifeSpeak Inc. However, such risk factors should be considered carefully. There can be no assurance that such estimates and assumptions will prove to be correct. You should not place undue reliance on forward-looking information, which speak only as of the date of this release. LifeSpeak Inc. undertakes no obligation to publicly update any forward-looking information, except as required by applicable securities laws.

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