

# DRUG STORE NEWS

## Rite Aid to launch weight-loss program

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Retail

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Rite Aid on Monday announced a new weight-loss program, called the Rite Weigh Challenge, which will be rolling out online and to all stores on Jan. 1.

The program is in partnership with Rite Aid's California in-store clinic partner Lindora, which specializes in weight-loss programs. With Lindora's expertise, Rite Aid has developed a 10-week program that provides the tools and motivation needed to lose 10 percent of a person's body weight.

"Over the past 20 years, obesity in the United States has increased dramatically by an astonishing 36 percent," stated Mark de Bruin, Rite Aid's senior vice president of pharmacy. "With our specially trained pharmacists, our unique partnership with Lindora and the Rite Weigh Challenge, we can offer an easy and safe way for people to reach post-holiday weight-loss goals."

The free Rite Weigh Challenge includes a free travel-size planner that offers a step-by-step outline of the 10-week weight-loss plan complete with daily and weekly goals for calorie intake, healthy food choices and an exercise plan. Valuable information on food serving sizes, sample meal plans and a weekly chart to record weight, water, calorie, carbohydrate, protein and fat intake and exercise are all part of the planner. A healthy weight guide also is included in the program and offers tips and advice from the Rite Aid pharmacist, including how to measure body mass index, weight loss success strategies, a comprehensive guide to the Food Pyramid and an exercise program compliments of Fitness magazine.

Upon program completion, five Rite Weigh Challengers will win their choice of a \$500 Rite Aid Gift Card, a \$500 SpaFinder Gift Certificate or a one-year membership to Bally Total Fitness. "With nearly two-thirds of all Americans classified as either overweight or obese, the need is growing for easy access to effective weight-loss programs.



The Rite Weigh Challenge is designed to help the public safely achieve their weight-loss goals at a time of the year when many people are making resolutions to lose weight and get in shape," stated Cynthia Stamper Graff, Lindora president and chief executive officer. "Together with Rite Aid, we've designed a program that is safe and effective, and incorporates healthy eating with exercise and knowledge about the foods we are eating."

Lindora opened its first health care clinic in a Rite Aid store in Costa Mesa, Calif., on Oct. 2, and two more are scheduled to open in Newport Beach and Laguna Nigel, both in California, in February 2007.

The Rite Weigh Challenge is part of Rite Aid's larger weight-management initiative, part of the company's overall commitment to patient health and wellness. Other company health and wellness initiatives include diabetes care, vitamin education, summer skin care, allergy awareness and maintaining a healthy heart.