

Good Health & Fitness Goes Chooses MealEasy.

HALIFAX, Nova Scotia – April 2012

When Bachelor Pad Winner, media personality and “Man Code” author David Good was looking for the right partners to help deliver Total Wellness with his newest venture, Good Health & Fitness...MealEasy was the natural choice.

“People are busier than ever and Good Health & Fitness is all about bringing the most convenient, fully-featured fitness resources to my Members...and after studying what’s out there, MealEasy was the natural decision.” said CEO David Good. “Plus, they really live up to their name...integrating MealEasy into my new online fitness facility was a breeze!”

Noviden Technologies Value added Revenue Program (VARP) gives physical fitness providers the entire MealEasy suite of healthy meal planning, shopping and cooking tools, featuring thousands of delicious meals from around the world designed by Executive Chef Paul Routhier in the MealEasy Test Kitchens.

Rebranded and fully integrated into a fitness providers web site, MealEasy becomes a new source of value-added recurring revenue, with no capital cost outlay.

“By offering MealEasy as a rebranded service to fitness chains, Fitness Members can now achieve Total Wellness in one place” said Noviden CEO George Borovan.

Fitness Providers interested in learning more about the Meal Easy Value Added Revenue Program are invited to contact Noviden for more information.

For More Information Contact:

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