



Fitness Centres Tap New Revenues with MealEasy's *Value Added Revenue Program*

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Noviden Technologies Inc., developers of the comprehensive nutrition software platform MealEasy.com, have launched their Value Added Revenue Program (VARP) for the Fitness market.

“Fitness and Healthy Nutrition are natural partners on the road to total wellness.” said Noviden CEO George Borovan. ***“Now, for the first time, fitness centres can offer nutritional fitness on their menu of wellness services with MealEasy’s Value Added Revenue Program (VARP).”***

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 centre’s web site, MealEasy becomes a new source of value-added recurring revenue for the fitness chain, with no capital cost outlay.

“By offering MealEasy as a rebranded service to fitness chains, Fitness Members can now experience total wellness from a single provider” said Mr. Borovan. ***“...and at the same time creating a new,***

differentiated recurring revenue stream while enhancing their brand's reach in the lives of their Members."

Fitness Providers interested in learning more about the Meal Easy Value Added Revenue Program can watch a brief video [here](#) , or contact Noviden for more information.

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