

Breakthrough Health & Wellness Solutions Delivers Fitness & Nutrition with MealEasy.

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The No Excuses Workout System by Breakthrough Health & Wellness Solutions utilizes a patented heart-rate based interval exercise program to guide their 22,000 subscribers to crank up their fitness and weight loss results without turning it into a part-time job.

But for Breakthrough CEO Jonathan Roche, that wasn't enough. He wanted to add more to the unique solution... and that's when he came to MealEasy.

"Fitness and Healthy Nutrition are a natural fit in achieving Total Wellness" says fitness expert Jonathan Roche. "Now we can offer nutritional fitness as part of our Total Wellness services with MealEasy's *white label* service, the Value Added Revenue Program."

Noviden's Value Added Revenue Program enables physical fitness providers to offer the entire MealEasy suite of healthy meal planning, shopping and cooking tools, including 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 achieve Total Wellness in one place" said George Borovan, CEO of Noviden Technologies Inc., developers of MealEasy.

Fitness Providers interested in learning more about the Meal Easy Value Added Revenue Program are invited to visit noviden.com or call Noviden for more information.

For More Information Contact:

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