

Media Contact:
Kiana Carter
Kiana@venturepr.co
(424) 230-3770

Stayhealthy Inc. has Formed Stayhealthy Music to Expand on its Successful Color Quest AR App with a New Spin-Off to be Announced Shortly Focused on Children's Health Education

Stayhealthy Music Continues Company's Commitment to Combining Healthcare and Entertainment to Educate and Engage

MONROVIA, Calif. - Sept. 24, 2019 - [Stayhealthy](#) announced today that it has formed a new, wholly-owned subsidiary called Stayhealthy Music. The division is part of Stayhealthy's continued commitment to innovate new ways of engaging, educating and empowering people about their personal health and wellness. The idea to use music evolved from the success of the healthtech company's recently released Color Quest AR app, which uses augmented reality coloring activities to help children learn about healthy lifestyles and nutrition. With today's easy, global access to music, the company sees it as a perfect time to connect music and entertainment with healthcare especially to address improving children's health.

"We've thought for several years now that music and entertainment would work well if they could be integrated with health and wellness," stated John Collins, CEO of Stayhealthy. "It's been a shared vision because Stayhealthy has brought together a team that combines professionals not only from science and the medical field, but music, marketing, and entertainment. Since we already are using innovations like AR and gamification to engage children, it was natural for us to figure out a way to use music as well."

Stayhealthy Music is run by people with knowledge and experience in the entertainment industry and public relations starting with Collins, who has a longstanding multi-platinum history of success in music. His career spans work with artists such as Pink Floyd, Randy Bachman, Al Di Meola, Stanley Clarke, Antones, Pat Travers Band and many other acts.

He is joined by Stayhealthy Music's President, Paul Ring, who has had a successful, multi-decade career at Universal Music Group as President of Private Eye Records and CEO of Bungalo Records. As a Grammy-winning recording engineer, his successes include numerous #1 and multiplatinum releases.

"Healthcare is not only about economics," says Ring. "It's about culture and artists are natural leaders for different generations. In thinking about that, John and I had a vision that music and entertainment would get people more involved in taking control of their own health."

In addition to Collins and Ring, the Stayhealthy Music team includes Ziggy Kormandel, Stayhealthy's President, who has extensive experience in design which led to work with major brands like Mattel, Disney, Sony, Warner Bros. Music, Guthy Renker and Justin Bieber. Adding to his background in entertainment and music is the creation patented augmented reality technology. Kormandel is also an accomplished songwriter and performer who is developing Stayhealthy Music's artist repertoire. He is joined by Ron Labuzan, Stayhealthy's Chief Business Development Officer, who brings a successful background in global retail and brand sponsorships to the company. He also served as President of La Toya Jackson's company and was a head executive on the biggest Michael Jackson tribute, which featured Christina Aguilera, Ne-Yo, Beyoncé, Cee Lo Green, Smokey Robinson, Gladys Knight and The Jacksons.

Kevin Stein, Chief Strategy Officer at Stayhealthy, rounds out the mix with experience as a television executive at CBS, King World and HBO. He was also co-founder and ran the Jimi Hendrix Foundation and his music productions include work with The Who and Motown Productions. As an adjunct professor at Carnegie Mellon's Masters of Entertainment Management program, he brings expertise in digital and influencer marketing, social media and youth culture to the team.

"Working with such talented and experienced people is exciting and humbling," Ring said. "The creative talent contributing to the improvement of health and wellness is second to none. The creation of Stayhealthy's music division reflects the company's recognition that music and entertainment are natural partners in the health space."

Stayhealthy Music will release its debut single, on October 11, which will be distributed globally by Universal Music Group.

About Stayhealthy, Inc.

Founded in 1995, Stayhealthy Inc. is a healthcare technology company that has brought together the most advanced tools to measure, track and change the health and wellness status of millions of users. Since that time, the company participated in building the largest network of 11,000 biometric kiosks, installed in the USA and Canada, that deliver two screenings a second. Over the decades, Stayhealthy has learned what doesn't work in healthcare, and as a result, has identified engagement, education and retention as its core strategic initiatives. With its diverse team of experts and creative minds from medicine, science, technology, media, advertising and design, Stayhealthy is now launching a mobile platform with a robust suite of personalized healthcare apps. This new offering is differentiated not only through its highly accurate, clinically valid screening tools, but with its dynamic use of augmented reality images created using patented technology, as a way to add further emotional impact.

Led by Chairman and former Secretary of Health and Human Services, Governor Tommy Thompson, Stayhealthy's mission has been focused on successfully addressing

the growing epidemic of diseases that are linked directly to excess body fat such as many cancers, Type 2 diabetes, heart disease and stroke.

For more information visit www.stayhealthy.com.