

FOR IMMEDIATE RELEASE

ELEMENT3 HEALTH APPOINTS DAVID NORRIS AS CHAIRMAN AND CEO

*Norris, A Six-Time Successful Entrepreneur, Brings Proven Expertise
Growing and Leading Technology and Healthcare Companies*

DENVER, CO., January 2, 2018 – [Element3 Health](#), today announced the appointment of David Norris as the company's Chairman and Chief Executive Officer (CEO). Mr. Norris has an extensive background founding, building, advising and leading successful companies across technology and healthcare industries. He also brings proven fundraising expertise, having raised over \$400 million from venture capital, private equity, angel and debt sources.

"I am incredibly passionate about our company's mission and about my new role and the future of Element3 Health. By catalyzing social, mental and physical activity to enable better health and quality of life for seniors, we are simultaneously tackling the issue of skyrocketing healthcare costs. With a staggering \$75 billion estimated in unnecessary healthcare costs from reduced activity among seniors, it's critical we tackle this growing challenge right now," said Mr. Norris.

"David is the proven leader with expertise ideally suited for the evolution and future growth of Element3 Health," stated board member, Larry Leisure. "We look forward to leveraging his impressive entrepreneurial track record, strong leadership ability and passion for our business in masterfully steering Element3 Health forward," Mr. Leisure continued.

Mr. Norris has nearly 30 years of entrepreneurial experience, most recently as the co-founder and CEO of MD Insider, a big-data technology healthcare company using volumes of data to score physicians. Prior to founding MD Insider, Mr. Norris was co-founder and CEO of BlueCava (acquired by Qualia), co-founder and CEO of OnRequest Images, co-Founder and CEO of ObjectSpace (acquired by RecursionSW), VP/General Manager at Casco Signal Ltd ((acquired by Alstom (ALO:EN)), and Toccata Systems (acquired by Chilton).

About Element3 Health

Element3 Health is a network that engages 50-plus adults around their passions to increase their physical, social and mental activity for healthy aging. The company combines the three most powerful elements of health into one cohesive solution in order to tackle the \$75 billion of unnecessary healthcare spending associated with social, mental and physical decline among seniors. The company's GroupWorks engagement platform is growing quickly, onboarding 1.5 million members, 15,000 groups and across 120+ passions. Using an activity scoring engine, Element3 Health can calculate individual ActivityBenefit™ scores and use their proprietary GroupMatch™ matching engine to help optimize members' health across social, mental and physical metrics. <https://element3health.com>

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