



MEDIA ADVISORY

Contact:

Healthways
Melissa Wyllie
615-614-4466
melissa.wyllie@healthways.com

Gallup
Eric Nielsen
202-715-3144
eric_nielsen@gallup.com

GALLUP AND HEALTHWAYS RELEASE JANUARY 2010 U.S. WELL-BEING REPORT

New Year Opens on a High Note: Well-Being in the U.S. Jumps to Near Record Levels in January 2010, Nearly All Components of Well-Being Rise

WASHINGTON, D.C. & NASHVILLE, Tenn. – Feb. 11, 2010 – Please be advised that Gallup and Healthways, Inc. (NASDAQ: HWAY) today released the **Gallup-Healthways Monthly U.S. Well-Being Report** for January 2010.

After falling steadily since mid-summer of 2009, the Gallup-Healthways Well-Being Index™ (WBI) rose 1.1 percent in January 2010 to close the month at 66.8, tying the highest monthly score recorded in 2009 and representing a 2.2 percentage point increase year-over-year.

Americans in January reported more optimism about their current life circumstances and prospects for the future than at any point since Well-Being Index measurement commenced 25 months ago. While not statistically significant, January's 2.0 percent rise in the WBI's Life Evaluation Sub-Index (LEI) pushes that leading indicator to an all time high of 50.3.

Meantime, Healthy Behavior scores, an important predictor of overall Well-Being, experienced a healthy improvement in January, as Americans apparently put their New Year's resolutions into practice. While still well below the levels witnessed during the summer, last month's absolute Healthy Behavior Index score of 62.9 was an increase of 1.8 percentage points over the 2009 yearly low of 61.1 recorded in December and was 1.7 percentage points higher than the Healthy Behavior score recorded one year earlier.

For more on the science and methodology behind the Gallup-Healthways Well-Being Index, please visit www.well-beingindex.com.

To download the January report, please click [here](#).

Please be advised that Gallup and Healthways will release their 2009 City, State, and Congressional District Rankings drawn from WBI data the week of Feb. 15, 2010.

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