



News Release

FOR IMMEDIATE RELEASE

September 5, 2007

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Local Businesses Pack Powerful Punch to Battle Obesity

(Reno, Nevada) – The obesity epidemic is prevalent everywhere. It's covered on local news broadcasts, it's discussed in magazines, there are primetime television shows covering the issue, and all one has to do is look around to see that obesity is truly a concern for our society.

The underlying question is, "How do we solve the problem?" Since the problem is only worsening, and not improving, this truly is the million dollar question.

Three healthcare entities in Reno, Nevada, along with a world-renowned chef, have joined forces to combat obesity in hopes of impacting and decreasing the epidemic. The International Metabolic Institute (iMetabolic), Western Bariatric Institute, the non-profit Obesity Prevention Foundation, and bariatric chef David Fouts are working together to provide innovative resources for people who are battling with being overweight or obese. Through collaboration and a commitment to the betterment of their clients and the community, the four entities are providing powerful resources for people of every age.

"Every day, I see the debilitating effects of obesity on individuals and their families. If I can be a part of impacting lives and helping people to make positive, healthy changes, I know that I am making a difference," states Kent Sasse, MD, Medical Director of iMetabolic and Western Bariatric Institute and Board Member on the Obesity Prevention Foundation. "Our goal is to provide resources to battle this disease from childhood to late adulthood."

The partnership between the four entities creates a unique twist on a burgeoning problem. Western Bariatric Institute provides surgical weight loss solutions, while iMetabolic provides a non-surgical approach to weight loss. The Obesity Prevention Foundation is a

non-profit organization that focuses on teaching children and adolescents how to make healthful choices early in life by doing educational presentations in schools, and Chef David Fouts provides cooking expertise and guidance for anyone who wants to cook healthier meals.

“Our goal with partnering these four entities together is to provide a resource for anyone who is interested in a healthy life. Obviously, our focus is to help people who are battling with being overweight or obese, but we truly see the four groups to be an all-encompassing operation that can truly make a difference in anyone’s life,” stated Dr. Sasse. “I can speak for all of our groups in saying that we are committed to fighting the battle against obesity for the long-term and we strongly believe that our four entities together will pack a powerful punch.”

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For more information about any of these organizations or to set up an interview, please contact Kim Brown, Marketing Coordinator, at (775) 326-9171.

www.westernbariatricinstitute.com

www.imetabolic.com

www.chefdave.org