

THE RLI STORY

Rippe Lifestyle Institute (RLI) is a research and communications company with a special interest in nutrition, weight management, physical activity and risk factor reduction for chronic disease. We conduct high-level scientific research and assist our research sponsors in articulating findings to multiple audiences including healthcare, nutrition and fitness professionals, as well as media and the public at large.

We work in the area of how daily habits and actions impact on short and long-term health and quality of life. We call this "Lifestyle Medicine" a term that we coined and which provides a unifying theme for all we do.

We provide research sponsors with "one stop shopping" by conducting high level scientific research, publishing findings in highly respected academic journals and presenting results at national and international conferences including medical and scientific meetings. We couple this with our unique ability to help research sponsors articulate key messages. Our work creates new opportunities, lends credibility and dispels myths while underscoring features and benefits of products, programs and services.

LIFESTYLE MEDICINE: NUTRITION, PHYSICAL ACTIVITY, WEIGHT MANAGEMENT, RISK FACTOR REDUCTION

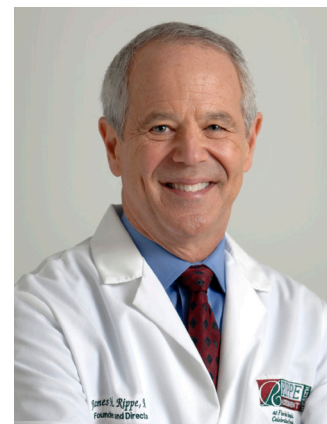
The RLI team conducts high-level scientific research, publishes in high impact journals, makes presentations at scientific and medical meetings and coordinates symposia at a variety of academic conferences.

A valuable and unique skill that RLI possesses involves assisting research sponsors in communicating findings to multiple audiences.

We don't just perform scientific research; we aggressively help partners articulate key messages to multiple stakeholders, including healthcare professionals, nutrition researchers and communicators, the media and public at large.

Our track record spans 25 years and includes over 500 academic publications, over 290 research abstracts and 61 books written or edited by Dr. Rippe and the RLI team in areas of nutrition, physical activity, weight management and risk factor reduction.

Dr. Rippe conducts several hundred media interviews each year and has conducted over 30 satellite television media tours and numerous radio media tours.



Dr. James Rippe,
RLI founder and director

EXTENSIVE COLLABORATIONS

Our research, publishing and speaking programs along with our high level of academic credibility allows us to build extensive collaborations with medical and nutrition experts around the world. It is not unusual to engage such experts in publishing ventures, research collaborations and scientific advisory boards.

OUR WORK BUILDS CREDIBILITY AND NEW INSIGHTS

RLI research has formed a basis for many educational campaigns, while underscoring key features and benefits for numerous products and services. Our work unlocked the key benefits of fitness walking (we coined this term), computerized fitness equipment, programs and pharmaceutical agents for weight loss and blood pressure control, programs and supplements for joint health and numerous packaged goods including tomatoes, chocolate milk, carbonated soft drinks, oats, frozen entrees, grape juice, orange juice, almonds, popcorn and many others. Our ability to articulate key messages based on research findings has played a key role in establishing credibility for these campaigns.



RLI is the research division of Rippe Health.

Find more information about Dr. Rippe and the RLI research team at RippeHealth.com.

RIPPE HEALTH 21 N. Quinsigamond Ave • Shrewsbury, MA 01545 • (508) 756-1228 • cmoreau@rippelifestyle.com

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Many of Dr. Rippe's books can be found at amazon.com/author/jamesrippemd.

WE UNDERSTAND THE VALUE OF PARTNERSHIPS

Our research studies and subsequent campaigns are fully integrated into marketing and communications strategies of research sponsors. We work extensively prior to launch of research studies and continue to work hand in hand once findings are available from these studies with research sponsors to maximize the impact of our results. We never forget that successful campaigns are based on solid partnerships.

WE ARE NIMBLE AND FLEXIBLE

As a private research laboratory we can apply flexible models to effectively meet the needs of our research sponsors, and can assure confidentiality, if necessary, to our research sponsors in contrast to university based research laboratories which carry numerous restrictions and high overhead. We are nimble enough to develop flexible plans to accommodate research, publishing and marketing priorities of research sponsors. We are highly efficient and goal oriented and we keep overhead to a minimum.

We employ an exclusive full time team of researchers, which guarantees consistent and reliable work. We deliver projects on time and on budget. Our extensive communications background and skills ensure seamless and rapid communication of findings.

WE ARE RIGHT SIZED AND STATE OF THE ART

Our two research laboratories in Orlando and Celebration, Florida, offer over 10,000 square feet of dedicated research space and state of the art equipment. The number of research subjects who are studied in our two metabolic units exceeds most university general clinical research centers every year. We offer an array of advanced imaging and analytic capabilities. Our publishing team is highly skilled in executing publishing projects ranging in size from academic textbooks and trade books to journal articles and abstracts.

We are large enough to run randomized controlled trials with 200 to 400 subjects, yet small enough to conduct pilot studies with 20 to 30 individuals. We are expert at efficient recruitment with a longstanding record of success in this area.

WE BRING PASSION, COMMITMENT AND PERFORMANCE TO ALL WE DO

Our laboratory motto is "Passion, Commitment and Performance." We believe our work and collaboration with committed research sponsors truly changes the world to make it a better, healthier place. These beliefs motivate everything that we do.

OUR SERVICES AND CAPABILITIES

The RLI team has expertise and an extensive track record in an array of services which we bring to play, as needed, for all our research sponsors. These capabilities include the following:

- **High level state of the art science and research techniques** essential to the credibility of the projects we undertake.
- **Publication and presentation of findings.** We strive to work in collaboration with our research sponsors to publish findings in high impact journals and present our results at high level medical and scientific meetings around the world.
- **Coordination of symposia.** Utilizing our expertise and extensive network of contacts among other high level researchers, we coordinate symposia in the U.S. on key topics of interest to our research sponsors both in the United States and around the world.
- **Establishing scientific advisory boards.** We have established and coordinated scientific advisory boards involving experts from around the world for multiple research sponsors.

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Rippe Lifestyle Institute

OUR SERVICES AND CAPABILITIES (cont.)

- **Establishing research institutes.** We have coordinated and collaborated with sponsors to establish research institutes in diverse topics including fitness walking, computerized exercise equipment, the value of breakfast and general scientific and nutrition issues. We also supply content for our web based research institutes.
- **Webinars.** We have conducted and coordinated close to 50 webinars for multiple research sponsors. Some of these webinars have between 4,000 and 5,000 participants.
- **Coordination with public relations and marketing firms.** We have coordinated with multiple high level public relations and marketing firms to close the loop for communicating results from our research findings.
- **We partner with industry leaders.** Our strategy is to collaborate with industry leaders who share our vision and passion for high level science and effective communication. We have had the pleasure of working with category leaders in nutrition, fitness equipment and physical activity, weight management and risk factor reduction for chronic disease.



RLI research laboratory, Celebration, Florida.

COMPANIES, MARKETING FIRMS AND ORGANIZATIONS THAT WE HAVE WORKED WITH INCLUDE:

Public Relations & Marketing Firms:

Bozell	HealthSTAR
Chamberlain	Hill+Knowlton
Chandler Chicco	Ketchum
Cone Communications	MWW
Edelman	Ogilvy
Fleishman Hillard	Ruder Finn
GCI	WeberShandwick
GolinHarris	

Companies & Organizations:

American Society of Nutrition	Johnson & Johnson
California Almond Board	Kellogg's
Coca-Cola	Kraft Foods
ConAgra Foods	LifeFitness
ConAgra Foods Science Institute	Lilly
Corn Refiners Association	McDonalds
Curves	Merrell
Disney	Nike
Dr Pepper/Snapple	Novartis
Ecotrin	Orville Redenbacher
Florida Department of Citrus	Osteo Bi-Flex
Food Network	Pepsico
GE Healthcare	Pfizer
General Mills	Pharmanex
Glasko Smith Kline	Quaker
HealthyChoice	Roche
Hunt's Tomatoes	Rockport
IHRSA	Tropicana
	University of Central Florida
	WeightWatchers
	Welch's



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