



FOR IMMEDIATE RELEASE

The Super Loser's Guide to Weight Loss Success

New research pinpoints keys to maintaining a healthy weight

DURHAM, N.C. (March 27, 2008) — Often the most challenging part of losing weight is creating a new, healthy way of life. Structure House[®], a residential weight loss facility, has completed a study which followed a group of successful weight loss participants to discover their strategies for losing weight and keeping it off. The project, entitled "The Skinny on Super Losers," followed 29 Structure House graduates and was presented at NAASO, The Obesity Society's Annual Scientific Meeting.

"Structure House is not simply about losing weight; it is about making lifestyle changes to ensure that our patients can stay healthy," said Lee Kern, Clinical Director at Structure House. "This research has allowed us to identify which tactics prove most successful for our patients. It also helped us learn how each person applied our treatment recommendations to their own lives so that we can better advise future patients."

Participants in the study lost 11% - 51% of their starting weight, and the average participant lost 66 pounds over a three-year period. Results classified Super Losers as someone who managed their meals and exercise routines and who had a positive outlook on losing more weight and their new appearance. The most prominent tips toward losing weight, according to the study include:

- Structured Eating. Defined as three meals a day that follow a similar model
- Doing cardio exercise 4-6 times a week
- Being mindful of healthy food choices
- Monitoring your appearance improvement

The two challenges most frequently noted by the Super Losers were staying motivated and dealing with change and stress. In order to combat these setbacks, participants reported that they reminded themselves of the health benefits of losing weight. In addition, the participants noted that seeing improvements in their daily functioning and social confidence helped to keep them on track.

The results of "The Skinny on Super Losers" found that keeping a positive attitude toward becoming healthier was key for long-term weight loss. Weight loss plans will not go perfectly, and mistakes are to be expected. However, creating and following a structured meal and exercise plan will lead to weight loss success. The Super Losers have allowed Structure House to evaluate their program based on the long-term successes of their clients and see the ways in which long-term weight loss has forever changed their lives.

About Structure House

Structure House[®], a residential weight loss facility in Durham, N.C., offers a unique, behavioral approach to weight loss and healthy lifestyle change. The facility, which celebrated its 30th anniversary in March 2007, integrates principles of nutrition and exercise with psychology in a treatment approach designed to transform the eating habits and lifestyles of overweight individuals. Since 1977, Structure House has helped more than 30,000 people from all 50 states and 35 nations battling obesity. The name Structure House underscores the critical role structure plays in achieving long-term weight loss.

Gerard J. Musante, Ph.D., one of the nation's leading experts on obesity and weight loss, is the founder and director of Structure House. A renowned clinical psychologist, Dr. Musante was the first person to adapt the principles of behavior modification to the eating habits of significantly overweight people and

food abusers. Dr. Musante is the author of The Structure House Weight Loss Plan. For more information, visit www.structurehouse.com.

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