

National Institute of Whole Health & the Kripalu Center for Yoga & Health Sign Affiliate Marketing Partnership

June 4, 2007, Wellesley & Stockbridge, MA – The National Institute of Whole Health (www.niwh.org), pioneers of Whole Health Education® and Whole Person Care and the Kripalu Center for Yoga & Health (www.kripalu.org), North America's largest residential yoga and retreat center, today announced the two organizations have entered into a joint marketing agreement. Through this cooperative alliance each company will be sharing marketing materials and providing web site links with their databases.

"There is a tremendous amount of synergy between both organizations body of work, including the education that we each provide," said Georgianna Donadio, Founder & Director of the National Institute of Whole Health. "Sharing resources enables us to better achieve our goals and we are delighted to be working with Kripalu."

NIWH has, for the past 30 years, provided evidence-based, integrative whole health education, delivered in a relationship-centered, whole person focused curriculums for health and medical professionals who desire to provide better patient care. This approach integrates the most current medical research with a natural outlook on healing and the wisdom of various spiritual teachings and, all of which are grounded in integrity and compassion. NIWH is an Accredited Provider of Continuing Professional Education through the Commission on Dietetic Registration of the American Dietetics Association; an approved provider of Education and Training thru the U.S. Veterans Administration, approved by the Department of Higher Education; endorsed by the American Holistic Nurses Association; and approved to provide Continuing Professional education by several other national credentialing associations includes, nurses, social workers, health educators, acupuncturists, and licensed nutrition professionals.

Kripalu Center offers more than 700 experiential programs in yoga, self-discovery, holistic health, and spirituality that present ancient yogic principles in a contemporary, accessible, yet profound way. Educational programs are designed to provide participants with tools they can apply in their daily lives. Kripalu Center has served people of all backgrounds for more than 30 years and is located in the Berkshire Mountains of western Massachusetts, less than three hours from Boston and New York City.

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About the National Institute of Whole Health

Founded in 1977 and headquartered in Wellesley, MA, the National Institute of Whole Health (NIWH) offers the most established and credentialed integrative whole health certification programs in the US. NIWH's offerings include a Norman Cousins Award nominated Best Practice model – the Whole Health Education? certification program, a Whole Health Educator? program for Nurses, endorsed by the American Holistic Nurses Association, a Nutrition Educator certification program and a Whole Health Coaching certification program which can be completed in-person or via DVD distance learning. Recognized nationally as the pioneers of Whole Health Education®, the school has instructed thousands of students with varying occupations from all over the U.S., and now offers DVD distance learning with students located on five continents. For more information, visit www.niwh.org or call (888) 354-HEAL (4325).

About the Kripalu Center for Yoga & Health

Kripalu Center is a nonprofit educational organization whose mission is to promote the art and science of yoga as a foundation for a revitalized society. Kripalu has thousands of Kripalu-certified yoga

teachers worldwide and 40 Kripalu-affiliated studios in several countries. Each year, at the center in Stockbridge, Massachusetts, Kripalu offers more than 700 experiential programs that present ancient yogic principles in a contemporary and accessible, yet profound way. Focused on three categories – yoga, self & spirit, and health, healing & wellness – the programs explore meditation, creative expression, movement and dance, personal growth, relationships, Ayurveda, food and nutrition, fitness and outdoors, self-health and intuitive development, as well as professional trainings. Kripalu also offers more than 30 different types of bodywork including massage, facials, warm stone therapy, energy work and Ayurvedic treatments.

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