

Media Contacts:

Elliot Schimel
+ 646 747 0142
eschimel@kwitco.com

Binoli Savani
+ 703 258 7648
binoli.savani@towerswatson.com

Carolyn Linck
+ 415 694 6705
clinck@racepointgroup.com

Towers Watson and Jiff Form Strategic Alliance to Launch Employer Digital Health Solution

Jiff Technology connects consumer-facing health and wellness programs directly to corporate objectives

NEW YORK and PALO ALTO, CA, June 11, 2013 — Towers Watson (NYSE, NASDAQ: TW), a global professional services company, and Jiff Inc., a digital health technology company, announced today the formation of a strategic alliance to provide employers with a new digital health solution to measure and improve health outcomes while empowering employees and their family members to make better lifestyle choices.

Under the alliance, Jiff and Towers Watson will work together to test and market a new digital health offering. Built on the Jiff Platform, the Health Outcomes Marketplace is a scalable solution featuring effective and easy-to-use digital health tools and applications that allows employers to deploy consumer-facing health and wellness programs that tie directly to corporate wellness objectives. The combination of Jiff's technology and Towers Watson's health and wellness consulting expertise is designed to help employers implement incentive programs more successfully and achieve their corporate health and productivity objectives.

"We are pleased to team with Jiff and offer our clients an effective new solution in this important area," said Mark Maselli, managing director for Towers Watson's Health and Group Benefits business. "At a time when companies are looking for innovative ways to engage workers about personal health and improve outcomes, the Jiff platform makes it simple and fun for people to personalize and track their health. Its unique ability to integrate all health care activities through one platform broadens its appeal to employers and employees alike."

Specifically, the new solution allows employers to:

- Deploy personalized and innovative digital health programs quickly and cost effectively
- Adopt and integrate innovative applications and devices that appeal to consumers
- Fine-tune employee incentive programs
- Supply employees with fun and engaging real-time information about incentives
- Effectively measure employee behavior and outcomes and connect the information to existing information systems and data warehouses
- View real-time reports and benchmark program performance

“Our collaboration with Towers Watson illustrates the value of Jiff’s digital health platform to simplify selecting, deploying and measuring wellness programs,” said Derek Newell, chief executive officer of Jiff. “Towers Watson has expertise in employee rewards, and in developing solutions employers can use to control health care costs and improve the health of their employees. Their ability to help clients create a high-performing health plan and measure results, coupled with our unique, fun and state-of-the-art technology platform, can enhance employee engagement and lead to better health care results.”

According to a recent Towers Watson/National Business Group on Health report, 39 percent of employers currently require employees to validate participation in healthy lifestyle activities in order to receive a reward or avoid a penalty. An additional 26 percent of employers plan to add the requirement by 2014. Towers Watson will help make the Jiff platform available to those employer clients looking to involve employees more effectively in their own health care.

About Towers Watson

Towers Watson (NYSE, NASDAQ: TW) is a leading global professional services company that helps organizations improve performance through effective people, risk and financial management. The company offers solutions in the areas of benefits, talent management, rewards, and risk and capital management. Towers Watson has 14,000 associates around the world and is located on the web at towerswatson.com.

About Jiff Inc.

Jiff (www.jiff.com) is a digital health technology company whose platform enables health care organizations to engage in collaborative, connected relationships with the consumers they serve. Using Jiff’s HIPAA-compliant platform, Jiff’s customers can quickly deploy digital health applications via the web or mobile devices that combine the best of the consumer web with the best of their clinical content, connect to existing applications popular with consumers and easily integrate any data from those applications into legacy information systems. Jiff’s scalable digital health management solutions offer health care organizations new, innovative and fun ways to engage with consumers that change behavior, improve health outcomes and reduce total cost of delivery.