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FOR IMMEDIATE RELEASE

Lifesprk Names John Fraser as Chief Technology Officer

December 16, 2013 — Joel Theisen, CEO & Founder of Lifesprk (formerly AgeWell), has announced that John Fraser of Chaska, Minnesota is the company's new Chief Technology Officer. In this newly launched role, Fraser will build and implement the technology vision and work plan to achieve Lifesprk's strategic business goals for growth and client service.

"We've long understood that technology is integral to the experience we create not only for our clients and families but also our staff and partners. John understands that, and brings to our team a passion for our work combined with an innovative and entrepreneurial vision. With his broad range of capabilities, he'll help create our long-term technology plan as well as enable us to develop new technologies and leverage existing ones to complement our jobs and accelerate our growth," added Theisen.



For the last six years, Fraser was Vice President of Technology & Operations Services for US Bancorp in Minneapolis. He has also been President of his own technology professional services firm CoreComps since 1994. With more than 25 years of experience, he has demonstrated his entrepreneurial spirit even before attending college at the University of North Dakota. As a teen, he created a working portal MP3 player six months before the first marketed player, which won him an award that included a scholarship and internship. According to Theisen, Fraser's career path has been one of ongoing technology leadership and innovation.

"My passion has always been to tap technology to solve problems and enhance people's experiences. At Lifesprk, I get to play a role in helping to change the experience for people in the second half of life. I've worked with hundreds of companies through the years, and never encountered such a diverse group of strong and passionate people as at Lifesprk. That inspired me to join this team," explained Fraser.

Fraser also served as Development Lead for Hutchinson Technology in Hutchinson, Minnesota, overseeing development and improvement of robotic inspection equipment. Considered a leading authority on client user experience, customer data protection, and electronic consumer consent, he has spoken at conferences and meetings across the country on consumer trends, legal implications, and the balance of innovation and transaction integrity.

For additional information about Lifesprk, please contact ShineOn@lifesprk.com or call 952-345-8770.

LIFESPRK

One of the fastest growing companies in the Twin Cities, Lifesprk (formerly AgeWell) has experienced double-digit growth almost since its founding in 2004. The company is the leading provider of Life Experience (a unique blend of geriatric care management and home care) in the metro, and is becoming a national catalyst to eliminate the roller coaster of health care crises.

Lifesprk's leaders have seen too many people in the second half of life on a roller coaster of crises that robs *them* of control, opportunities and independence. That robs *our community* of their wisdom, laughter and presence. That's just not acceptable, and they've made it their passion to **change that experience**. With three levels of service available, Lifesprk provides a flexible continuum of support to match what people need and help them build a pathway to their goals, addressing any issues or concerns that may interfere. With their proprietary Lifesprk Experience™ they provide proactive guidance to give people just the right level of support to SHINE the way they want according to THEIR goals.

Lifesprk was named one of the 2009 Small Business Success Stories by *Twin Cities Business Magazine* and has been identified by the *Star Tribune* as a top workplace in the Twin Cities for two years in a row. Also in 2012, Lifesprk was named a *Fast 50* for the state of Minnesota, marking the third time in five years that Lifesprk has been among the fastest growing private companies in the state.

Known as a business innovator, Lifesprk CEO & founder Joel Theisen was named a 2011 finalist for the Ernst & Young *Entrepreneur of the Year Award* for the upper Midwest. In 2007, he was named one of the 40 under 40 in the Twin Cities and has also been consistently recognized by the media as an outstanding entrepreneur and community activist. Joel has over 20 years of experience in the healthcare industry with specific expertise and focus in home and community-based elder care.

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