



320 Needham Street
Suite 100
Newton, MA 02464

T (617) 332 6028
F (617) 332 1820

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Contact: Lara Cameron
Inflexxion, Inc.
617-614-0406
lcameron@inflexxion.com

Hazelden Acquires College Health Program MyStudentBody from Inflexxion, Inc.

NEWTON, MA (October 17, 2012) –Inflexxion, Inc., a behavioral health company and creator of *MyStudentBody*, the most comprehensive online alcohol and drug education program for college students, today announced that this unique program has been acquired by Hazelden, one of the world's largest and most respected private not-for-profit alcohol and drug addiction treatment centers, globally known for their quality addiction treatment, recovery support and expertise on prevention, addiction, and recovery issues.

As colleges and universities strive towards creating a safe and healthy environment, they continue to seek support in providing prevention programs, treatment options, and recovery support for their student body. Hazelden's long-standing commitment in this arena demonstrates their dedication to provide these services to campuses across the country. Hazelden Publishing is the leading publisher of evidence-based programs for the prevention and treatment of substance use disorders, mental health issues, and programs that foster healthy social and emotional learning.

"We have grown *MyStudentBody* into a powerful tool that delivers effective prevention programs to colleges and universities across the country," said Simon Budman, PhD, founder and CEO of Inflexxion. "We are very proud of *MyStudentBody* and believe Hazelden will take it to new heights." This acquisition enables Inflexxion to increase its focus on core competencies in the behavioral health, pharmaceutical risk management and pain management and education arenas.

Developed with over \$9.7 million in grant funding from the National Institutes of Health (NIH), *MyStudentBody* takes an evidence-based, comprehensive approach to reducing the risk of drug and alcohol abuse and sexual violence among college students. *MyStudentBody* engages students and parents in effective, evidence-based prevention and gives administrators the data to target, evaluate, and strengthen prevention initiatives.

With the acquisition of *MyStudentBody*, Hazelden Publishing offers proven-effective resources for students in kindergarten through college and into young adulthood. "This is an exciting time for us," said Nick Motu, publisher and vice president of marketing and communications at Hazelden. "This year, Hazelden opened Tribeca Twelve, our alcohol and drug-free housing complex in New York City for college students in recovery. We began expansion at Hazelden in Plymouth -- our addiction treatment facility for youth. This expansion includes a customized clinical track for college students and will enable us to treat more young people seeking sobriety. Now, with the acquisition of *MyStudentBody*, we are able to help college students across the country live their best lives possible with a robust, evidence-based program that addresses the complex issues they face every day."

MyStudentBody offers distinct programs that empower students, parents and administrators to positively impact campus communities by educating and motivating students to make healthy decisions. *MyStudentBody's* courses are designed to provide a comprehensive approach to helping college students prevent and understand the risks associated with student health and campus life.

About Inflexxion

Inflexxion develops scientifically-based, interactive technologies that help people improve their lives through behavioral change. Partners and customers rely on Inflexxion for online programs that reduce health-related risks, enhance clinical outcomes, and positively influence quality of care. Inflexxion has received over \$55 million in grant support from the National Institutes of Health (NIH) and Small Business Innovation Research Program (SBIR), and has developed over 50 assessment, intervention and prevention programs in its behavioral health, risk management, college health, and consumer health divisions. Inflexxion was founded in 1989 and is located in Newton, MA.

About Hazelden

Hazelden, a national nonprofit organization founded in 1949, helps people reclaim their lives from the disease of addiction. Built on decades of knowledge and experience, Hazelden offers a comprehensive approach to addiction that addresses the full range of patient, family, and professional needs, including treatment and continuing care for youth and adults, research, higher education, public education and advocacy, and publishing. It currently has facilities in Minnesota, Oregon, Illinois, New York and Florida.