



FOR IMMEDIATE RELEASE

Free & Clear[®] Announces Partnership with ClearWay MinnesotaSM

SEATTLE, Wash., September 2, 2008 – Free & Clear, Inc., a nationally recognized leader in evidenced-based tobacco cessation programs, is proud to announce a partnership with ClearWay Minnesota to offer tobacco cessation services to Minnesota residents.

The programming, available through ClearWay Minnesota's comprehensive QUITPLAN[®] Services, provides free professional counseling for those looking to quit smoking and a variety of help options, including online guidance at www.quitplan.com. Free & Clear was chosen to drive the web-only support system, which is dedicated to helping Minnesotans looking for help in breaking their nicotine addiction. Registration to the new program is off to a strong start – 538 participants have registered to date in August 2008, up from 438 in August 2007.

"Free & Clear has been helping people quit tobacco for more than 20 years," said Dr. Susan Zbikowski, Free & Clear's Vice President of Clinical and Behavioral Sciences. "We are thrilled to team up with ClearWay Minnesota and offer cessation support to the entire state of Minnesota."

The web site, www.quitplan.com, offers free membership for Minnesota residents over the age of 18. Cessation services include personalized plans, expert advice from online certified tobacco-treatment specialists, and forums to discuss successes and obstacles with other smokers online. The web site caters to Minnesotans in any stage of quitting, whether they are contemplating quitting, in the process of quitting or have already quit and are seeking support.

In addition, the site will now feature more information about all the QUITPLAN Services available to Minnesotans, including the QUITPLAN Helpline phone counseling program; QUITPLAN Centers, where Minnesotans can receive in-person counseling; Community-Tailored QUITPLAN Centers, which provide culturally appropriate counseling for different populations; and the a worksite counseling program, QUITPLAN at Work.

About ClearWay MinnesotaSM

ClearWay Minnesota is an independent, non-profit organization that improves the health of Minnesotans by reducing the harm caused by tobacco. ClearWay Minnesota serves Minnesota through its grant-making program, QUITPLAN[®] stop-smoking services and statewide outreach activities. It is funded with 3 percent of the state's 1998 tobacco settlement. For more information on ClearWay Minnesota or QUITPLAN Services, call 952-767-1400 or visit clearwaymn.org.

About Free & Clear, Inc.

Free & Clear, Inc. is the nation's leading provider of tobacco treatment services for health plans, employers, and government organizations. Free & Clear helps its clients improve the health of their populations and control related costs by reducing the prevalence of tobacco use. More than 50 million people have access to the Free & Clear Quit For Life Program, which has had its proof of effectiveness published in multiple peer-reviewed, scientific journals over the course of over 20 years. Free & Clear is based in Seattle, Washington. More information about Free & Clear can be found at www.freeclear.com.

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