David H. Murdock, chairman and sole owner of Dole Food Company, Inc., long envisioned creating a place where individuals in search of a healthier lifestyle could engage with the best available experts in the fields of nutrition, fitness, life balance and medicine to improve the quality and longevity of one’s life. As a passionate advocate of the benefits of eating a balanced diet high in fruits and vegetables to prevent disease and premature signs of aging, Mr. Murdock’s leadership at Dole includes founding the Dole Nutrition Institute and co-authoring the comprehensive tome, *Encyclopedia of Foods: A Guide to Healthy Nutrition*.

A chance meeting in Hawaii introduced Mr. Murdock to Andrew Conrad, Ph.D., one of the world’s foremost experts in the field of genetics. Dr. Conrad’s studies regarding the degradation of DNA due to lifestyle factors complemented Mr. Murdock’s vision of utilizing the latest scientific findings within an upscale environment to impact the health of an increasingly overweight society in the United States.

Additionally, Mr. Murdock’s extensive business relationships included leaders of WellPoint, the nation’s largest healthcare provider. Within WellPoint, executives recognized a need to educate their corporate clients about strategic methods of reducing healthcare costs and absenteeism while increasing productivity through proven methods that provide a return on investment. Together, Mr. Murdock, Dr. Conrad and a team from WellPoint began collaborating on a venture to proactively provide an educational approach to an individual’s wellbeing, resulting in California Health & Longevity Institute. Open since November 2006, the Institute offers registered dietitians, exercise physiologists, lifestyle consultants, physicians and complementary therapists in a state-of-the-art medical clinic as well as the adjoining Spa at Four Seasons Hotel Westlake Village, providing guests and corporations with the guidance to improve the quality of health and wellness in one place.

“I wanted to create something that doesn’t exist anywhere else. We’re teaching people to take care of their bodies,” said Mr. Murdock. “People know more about taking care of their cat or their car than taking care of their body.”

Mr. Murdock’s commitment to nutrition-based research extends beyond the doors of California Health & Longevity Institute. In Kannapolis, N.C., Mr. Murdock is funding a 350-acre campus that houses the most state-of-the-art laboratory space in the nation. In addition to biotechnology studies, a focus of the research is to advance findings related to nutrition and its relationship to disease prevention, as well as the development of new varieties of fruits and vegetables.

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Leading researchers from the University of North Carolina (Chapel Hill, Charlotte and Greensboro), North Carolina State University, Duke University and North Carolina Central University are involved in the studies. Results and findings from studies in Kannapolis will be incorporated into personalized programs at California Health & Longevity Institute.

**About David H. Murdock**

David H. Murdock is chairman and sole owner of Dole Food Company, Inc., a Fortune 500 company and the world’s largest producer and marketer of high-quality fresh fruits, vegetables, and is a produce-industry leader in nutrition education research. He is also owner of Castle & Cooke, Inc., a leading developer of residential and commercial real estate in Hawaii, California, Arizona, North Carolina and Florida. Castle & Cooke’s holdings include 98 percent of the Hawaiian island of Lana’i, including two highly rated Four Seasons Resorts. Mr. Murdock’s companies, operating in more than 90 countries worldwide, employ more than 60,000 people.

**About Andrew Conrad, Ph.D.**

The founder and laboratory director of the medical center at California Health & Longevity Institute, Andrew Conrad, Ph.D., is also chief scientific officer and co-founder of LabCorp’s National Genetics Institute. The author of more than 80 articles in scientific journals, Dr. Conrad holds a Bachelor of Science degree in neurobiology and a PhD in cell biology from the University of California, Los Angeles. The primary focus of his research is on the effects and manifestations of chronic viral illnesses as measured by the polymerase chain reaction (PCR), as well as the role of gene expression in cancer and schizophrenia.

**About WellPoint, Inc.**

WellPoint, Inc. is the largest health benefits company in terms of medical membership in the United States. WellPoint is an independent licensee of the Blue Cross and Blue Shield Association and serves its members as the Blue Cross licensee for California; the Blue Cross and Blue Shield licensee for Colorado, Connecticut, Georgia, Indiana, Kentucky, Maine, Missouri (excluding 30 counties in the Kansas City area), Nevada, New Hampshire, New York (as the Blue Cross Blue Shield licensee in 10 New York City metropolitan and surrounding counties and as the Blue Cross or Blue Cross Blue Shield licensee in selected upstate counties only), Ohio, Virginia (excluding the northern Virginia suburbs of Washington, D.C.), Wisconsin; and through UniCare. Additional information about WellPoint is available at [www.wellpoint.com](http://www.wellpoint.com).

For more information about programs available at California Health & Longevity Institute or to make reservations, please call toll free (888) 575-1114, the Institute directly at (818) 575-1114 or visit www.chli.com.

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For more information, please contact Kameron Nesen, Director of Public Relations, (818) 575-1426, Knesen@chli.com.