

About BodyMedia®, Inc.

Founded in 1999, BodyMedia, Inc. is a pioneer in developing wearable body monitoring systems that are designed to help people lose weight, improve performance and live a healthier lifestyle.

Healthcare is rapidly evolving from an elite profession that primarily diagnoses and treats illness into a network of professionals, patients and consumers taking a more proactive role in the prevention of illness by tracking and managing day-to-day behaviors. As the urgency of global health issues such as obesity, diabetes, and cardiovascular disease continues to grow, so too does the need for easy to use, affordable body monitoring products.

Responding to these trends and challenges, BodyMedia has developed patented multi-sensor technologies for a variety of markets -- consumers, health and fitness clubs, corporate wellness programs, and healthcare practitioners – enabling us to deliver validated products that monitor calories, steps, amount of physical activity, and sleep efficiency. No other comfortable, convenient, continuous body-monitoring products can measure physical activity and calories burned with BodyMedia's level of accuracy, which is more than 90%.

Over the past nine years, BodyMedia has achieved a proven track record in health and weight management. We have been granted numerous patents by the U.S. Patent and Trademark Office for our novel use of sensors to collect physiological information. And we've helped over 400,000 users monitor 10 million days of activity, burn 10 billion calories, and track 70 billion steps.

BodyMedia's technology and products have been featured in many national publications, including *The New York Times*, *Outside*, *Medical Device Daily*, *Forbes*, *Wired*, *Popular Science*, and *US News & World Report*.

BodyMedia.

Know Your Body. Change Your Life.