



Know Your Body. Change Your Life.

CORPORATE BACKGROUND

I. 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 ten 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*, *US News & World Report* and *The Harvard Business Review*.

II. BodyMedia Products

Our products are based on a comprehensive technology platform comprised of wearable health monitors, feedback displays and web-enabled software that combine and customize a host of clinical and consumer lifestyle assessment, weight management and behavior therapy solutions.

BodyMedia FIT™ – Launched in November 2008 as GoWear® fit, our consumer product was rebranded as BodyMedia FIT in 2009 to leverage the brand equity we have built over the past 10 years. BodyMedia FIT is a wearable weight loss system that helps users live a healthier lifestyle

and take control of their weight loss goals by providing an easy, accurate way to know how many calories they are consuming and expending daily.

Different from a simple pedometer, accelerometer or heart rate monitor, the BodyMedia FIT system automatically tracks five key metrics that directly affect one's health: calorie burn, physical activity level, steps taken, and sleep duration and efficiency. It also allows users to log the foods they eat, so they can understand their calorie balance (the key to weight loss) – day to day, month to month.

No other consumer-oriented body monitoring products can measure daily physical activity and calories burned with BodyMedia's greater than 90% accuracy.

Combined with the Online Activity Manager, it lets users get to know their body better and make powerful, positive changes that can help them reach their goals and maintain success.

SenseWear® WMS and SenseWear® BMS – Introduced in 2007 for clinical use, SenseWear WMS is our Weight Management Solution that provides healthcare professionals and their patients with tools for continual monitoring of calories burned and duration of physical activity and sleep, making it a perfect compliment to your metabolic assessment and weight loss programs. Our SenseWear BMS product, developed in 2002, is designed to be used hands-on with patients and research subjects meeting at regular intervals with clinicians to review progress. Typically, SenseWear BMS is employed as an assessment tool, to set a metabolic benchmark after a one-week monitoring period.

bodybugg® – Available exclusively through 24 Hour Fitness health clubs throughout the United States, bodybugg is a calorie management system that enables individuals and healthcare providers (personal trainers, nutritionists, doctors, etc.) to accurately monitor calories burned and compare it to calories consumed. The bodybugg system includes the innovative bodybugg armband, a comfortable device worn on the back of the upper arm that continuously and accurately measures calories burned throughout the day.

III. BodyMedia Executive Management Team

BodyMedia has assembled a core management team with a proven track record in developing innovative patented technologies and building successful startup companies.

Christine “Chris” Robins, Chief Executive Officer

Christine Robins is currently the Chief Executive Officer of BodyMedia, Inc., a pioneer in developing and marketing wearable body monitors designed to help people lose weight, affect positive change in their behaviors, and ultimately lead healthier lives. Prior to joining BodyMedia, she was the CEO of the Philips Oral Healthcare business most notably the Sonicare® brand of power toothbrushes. She led this global brand to significant sales and market share growth and developed a great passion for the integration of professional and consumer business models. Christine also has extensive experience in a wide range of marketing capacities gained during her 17 years at S.C. Johnson, a global consumer goods company. She ran a number of brands such as Raid® insecticides, Glade® air fresheners, Aveeno® skin care and Ziploc® bags. In addition she started her career there in finance holding a variety of positions in the US and Canada for the company.

She holds a degree in Marketing and Finance from the University of Wisconsin-Madison and an MBA from Marquette University.

John (Ivo) Stivoric, Co-Founder, Chief Technology Officer and Vice President, New Products

As Chief Technology Officer, Ivo leads our Advanced Development efforts and directs our Intellectual Property portfolio.

Formerly President, Chief Innovation Officer, and co-founder of SANDbOX Advanced Development, he holds an M.S. in Interaction Design and a B.F.A. in Industrial Design, both from Carnegie Mellon University.

Ivo was a co-founder and former co-director of two Carnegie Mellon University interdisciplinary studios: the Interaction Design Studio (ID Studio) at the Institute for Complex Engineered Systems (ICES), and the award-winning Mobile + Wearable Computing Design Studio at the Engineering Design Research Center (EDRC).

In addition to being a co-inventor on over 100 US and international patents/patent applications, Ivo's work in product development has been recognized in numerous national and international publications in the consumer, industry, and academic realms.

Dr. Astro Teller, Co-Founder and Chairman of the Board

Astro is the co-founder of BodyMedia, and Chairman of our board. He is also the co-founder and CEO of Cerebellum Capital, a hedge fund management firm whose investments are continuously designed, executed and improved by a software system based on techniques from statistical machine learning.

Prior to starting BodyMedia in 1999, Astro was co-founder, Chairman, and CEO of SANDbOX Advanced Development. He has also worked as a University lecturer, an engineer, and a researcher.

Astro holds a B.S. in computer science and a M.S. in symbolic and heuristic computation from Stanford University, and a Ph.D. in artificial intelligence from Carnegie Mellon University, where he was a recipient of the prestigious Hertz fellowship.

As a respected scientist and seasoned entrepreneur, Astro has successfully created and grown five companies, and holds numerous U.S. patents related to his work in hardware and software technology.

He is a regular speaker for national and international technology, government, and business forums on the future of intelligent technology.

For additional information, visit www.bodymedia.com or call 412-288-9901.