



Know Your Body. Change Your Life.

Corporate Background

BodyMedia, Inc. is the pioneer in developing wearable body monitoring systems that are revolutionizing the way people stay motivated about their health and fitness to lose weight, improve performance and lead a healthier life. Since our inception in 1999, we have given people the power of decoding secrets of the body and the ability to leverage that information to make sweeping changes to their own health and fitness.

There are millions of users of the BodyMedia system spread around the world. To date, BodyMedia has collected more than 10 billion minutes of Armband data. The system has recorded more than 170 billion steps and estimated more than 20 billion calories.

The changing healthcare landscape and rising healthcare costs are demanding new, innovative solutions to address the obesity epidemic and chronic disease management. Responding to these trends and challenges, BodyMedia has developed body monitoring technologies that deliver clinically validated products that monitor a full day and night of calories, steps, amount of physical activity, and sleep efficiency. No other all day body-monitoring products can measure physical activity and calories burned with BodyMedia's 90% level of accuracy.

Product offerings span a variety of markets, including:

- Consumers
- Commercial Weight Loss Centers
- Health and fitness clubs
- Corporate wellness programs
- Healthcare practitioners

With an ever growing body of clinical evidence, our technology is scientifically validated and featured in over a hundred peer reviewed papers. When combined with a lifestyle intervention program, our technology has been proven to help people lose three times the weight vs. those trying to lose weight on their own.²

The Armband collects physiological data from the human body using four unique sensors that capture over 5,000 data readings every minute. This raw data includes measurements of heat flux, skin temperature, motion and galvanic skin response. BodyMedia's proprietary algorithms convert these readings to accurately capture key areas that directly affect people's health and wellness: calorie burn, physical activity duration, steps taken, and sleep duration and efficiency. Many people understand the role that calorie burn plays in weight loss.

The second key component of the BodyMedia system is a subscription based software interface which is provided either online or through mobile apps. These tools allow users to observe and analyze their data and to use an intuitive food logging tool to keep track of calories in. With the software interface, consumers have all of the information they need to see calories in and out.

Numerous patents have been issued to BodyMedia by the U.S. Patent and Trademark Office recognizing the novel use of sensors to collect physiological information and solidifying the product's role as a valuable public health solution.

As the market leader in body monitoring, we are committed to continually reinventing ourselves to evolve with the changing marketplace and develop solutions to address important public health issues. We work across several different industries to forge valuable partnerships to enable us to develop new applications and solutions for our technology.

BodyMedia's technology and products have been featured in many national publications, including *New York Times*, *USA Today*, *the Wall Street Journal*, *Wired*, *Popular Science*, *Fast Company*, *O, Today Show* and *CBS Early Show*. Recently the BodyMedia FIT™ Armband BW with *Bluetooth*® wireless technology was recognized as a Bluetooth SIG Best of CES Award winner in the Next category for emerging technologies.

Product Line Offerings

Three product lines address the needs of several consumer groups.

- BodyMedia FIT™ is a wearable weight loss system that helps users lead a healthier life 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 while tracking physical steps, calorie burn, nutrition and sleep. The line consists of the Armband Advantage, Armband BW (using *Bluetooth* wireless technology), the innovative Activity Manager online software and an optional Display that works with Armband Advantage. The system also includes downloadable Apps to log their food and view their Activity Manager throughout the day in real-time.
- SenseWear®, for healthcare professionals, has changed the way medical professionals and patients share important health data and manage chronic illnesses by allowing medical professionals to access and monitor important information about their patients' activities throughout the day, tracking their physical steps, calorie burn, nutrition and sleep through advanced monitoring technology.

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BodyMedia Executive Management Team

BodyMedia's core management team has a proven track record in developing innovative patented technologies, building successful startup companies and propelling consumer brands into household names. The team's breadth of experience spans both the technology and consumer sectors to provide the right expertise to grow the BodyMedia brand.

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.

Jay Katarincic, Chairman of the Board

Jay Katarincic has been Chairman of the BodyMedia Inc. Board of Directors since fall 2010 and is currently Managing Director of Pittsburgh-based Draper Triangle Ventures, a premier source of funding for high-technology start-up companies in the Pennsylvania and Ohio region. Prior to founding Draper Triangle, Jay served as Vice President-Corporate Development and General Counsel of J. Edward Connelly Associates, Inc., a diversified holding company where he was responsible for all corporate acquisitions, minority investments, divestitures and financings.

In addition to serving on the BodyMedia board, Jay serves on the board of directors of several privately held corporations including: Carnegie Learning, Inc., iKnowthat.com, Inc., Plextronics, Inc., BitArmor Systems, Inc. and CardioInsight. In addition to his board memberships, he is a regular speaker and guest lecturer in both western Pennsylvania and across the nation on the subject of early stage venture investing.

Ivo Stivorc, CTO & VP of New Products, Active Co-Founder and Board Member

John (Ivo) Stivorc is CTO & VP of New Products for BodyMedia. He leads the Advanced Development efforts and directs BodyMedia's Intellectual Property portfolio. Ivo is also a core member of the company's Strategic Alliances and Corporate Strategy Teams. Formerly President, Chief Invention Officer, and co-founder of SANDbOX Advanced Development, he holds an M.S. in Interaction Design, with a concentration in integrated product development and a B.F.A. in Industrial Design, with a concentration in sculpture, both from Carnegie Mellon University.

He is founder and co-director of two of CMU's 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). His collaborative works have been recognized in numerous national and international consumer, industry, and academic publications for their innovative design applications. He is also the co-inventor on over 90 patents internationally (15 issued, others still pending).

Dr. Astro Teller, Active Co-Founder and Board Member

Dr. Astro Teller, co-founder and current Board Member of BodyMedia Inc., currently holds the position of Director of New Projects for Google, working to help the company explore new potential business areas. As a scientist and seasoned entrepreneur, Astro Teller has successfully created and grown five companies and holds numerous U.S. patents related to his work in hardware and software technology.

From 2007 to 2010, Astro was the founding 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. He was also a co-founder and Chairman of Zivio Technologies, an intellectual property holding company and

Chairman, and CEO of Sandbox Advanced Development, an advanced development technology company.

Before his tenure as a business executive, Dr. Teller taught at Stanford University and was an engineer and researcher for Phoenix Laser Technologies, Stanford's Center for Integrated Systems, and The Carnegie Group Incorporated. Teller regularly gives invited talks for national and international technology, government, and business forums on the subject of the future of intelligent technology.

Click here for a listing and background information on the rest of the BodyMedia Executive Management Team. <http://www.bodymedia.com/Company/Management-Team>

About BodyMedia, Inc.

When your body talks, BodyMedia listens. BodyMedia has been unlocking and deciphering secrets of the body since 1999. Headquartered in Pittsburgh, PA, BodyMedia is the pioneer in developing wearable body monitoring systems designed to help people lose weight, improve performance, and lead healthier lives. Our patented multi-sensor technology provides continuous body-monitoring that tracks physical activity levels, calories expended and sleep patterns. What sets BodyMedia technology apart is our validated accuracy, our clinically proven outcomes and our FDA status as a Class II medical device.

At BodyMedia, we are jazzed by the potential of putting this vital information directly into the hands of individuals, empowering them to take charge and improve their lives. No wonder BodyMedia measures success not only in financial milestones, but in the way we've changed how hundreds of thousands of users can take control, stay motivated and reach their [health and fitness goals](#). For more information, visit www.bodymedia.com.

¹ *Johannsen DL, Calabro MA, Stewart J, Franke W, Rood JC, Welk GJ. Accuracy of armband monitors for measuring daily energy expenditure in healthy adults. Med Sci Sports Exerc. 2010. Nov;42 (11):2134-40.*

² *Barry V, Shuger S, Sui X, Meriwether R, Hand G, Dowda M, Blair S. "Electronic feedback in a diet- and physical activity-based lifestyle intervention for weight loss: randomized control trial." Abstract presented at the Convergence and Society: Science, Health, and New Dimensions of Communication Meeting. October 11-12, 2010. Columbia, South Carolina, USA.*