



ARM CANDY

BODYMEDIA Introduces BODYMEDIA® FIT, Setting the Tone for Wearable Weight Loss Products

Get armed for a total lifestyle motivator. Ready to revamp and revitalize anyone's routine, the pioneers at **BodyMedia®** introduce **BodyMedia® FIT**, proving that motivation starts with the push of a button and getting to know a better body is only a few clicks away. **BodyMedia FIT** is a complete body monitoring weight management system that tracks everything from calories burned to sleep duration. Gear up for greatness, strap on success and take the first step toward a healthier lifestyle.

Designed to help users lose weight, the comfortable and convenient **BodyMedia FIT Armband** acts as a constant companion and teammate; tracking behavior throughout the day, with you every step of the way. The **BodyMedia FIT** system uses four sophisticated sensors to track over 9,000 variables — from heat to sweat to steps to calories burned — every minute of every day. Steps taken, calories burned, physical activity, sleep duration and sleep efficiency are all part of the portable program. Easily concealed under clothes, the ingenious device fits snugly against the skin on the left upper arm and lasts up to seven days by rechargeable battery. A handy display piece can be clipped to clothing for immediate monitoring of calories burned, steps taken and physical activity clocked. From a tone up tool to a weight loss wake up call, simply set it up and jumpstart a new way of life.

Weight management made easier, the product plugs into the computer and pulls up the online component of the **BodyMedia FIT** system, the **Activity Manager**. Choose personalized activity goals and effortlessly read the results from a colorful and accessible dashboard. A calorie consumption calculator allows users to log food by pulling from a database of more than 30,000 items. The easy-to-digest system makes tailoring a diet and tracking calories satisfying and straightforward. Learn to make powerful, positive changes through accurate graphs of lifestyle patterns giving you the knowledge you need to better reach FITness and nutrition goals.

Trusted by physicians and seasoned experts, **BodyMedia FIT** has become the go-to product for wearable weight loss and lifestyle management. Whether at the gym, walking to work, or even just doing laundry, over 250,000 fans have resolved to change and improve their wellbeing.

BodyMedia FIT products are sold online at www.bodymedia.com or at select retailers, such as Costco.com and Amazon.com. The **BodyMedia FIT Armband** retails for \$189.95, while subscriptions for the **BodyMedia FIT Activity Manager** vary by length; a one-month subscription costs \$12.95, a six-month subscription costs \$9.95 a month, and a 12-month subscription costs \$6.95 a month. In addition to the **BodyMedia FIT Armband** and **Activity Manager**, **BodyMedia Skins** are available for \$5.95 each, adding a touch of style to the outside of the armband with different designs.

For more information on **BodyMedia**, please contact Lauren Berg or Caryn Schoenbeck of Skirt PR at 773.661.0700 or lberg@skirtpr.com/cschoenbeck@skirtpr.com

About BodyMedia, Inc.

When your body talks, **BodyMedia** listens. **BodyMedia**, the pioneer in wearable body monitoring systems, is a lifestyle navigator, helping anyone gear up and go with an impressive list of tools to help people lose weight, improve performance and live a healthier lifestyle. Tracking calorie expenditure, physical activity, steps taken, sleep duration and sleep efficiency, **BodyMedia** products utilize sophisticated body monitoring technology to provide accurate results. More than just a simple pedometer, accelerometer or heart rate monitor, **BodyMedia's** patented technologies clinical research and helped over 250,000 users monitor 10 million days of activity, burn 10 billion calories, and track 70 billion steps! For more information, visit www.bodymedia.com or call 412-543-1345.