

## **BodyMedia FIT™ Mobile Connects You to Your Body's Patterns, Anytime, Anywhere** *BodyMedia® FIT™ Mobile, Real-Time Access to Managing Your Fitness*

(San Francisco, CA – October 7, 2010) – Decoding your body's patterns can help you to manage your overall wellness. Now with the introduction of new innovations from the body-monitoring pioneers at BodyMedia®, consumers can understand what their bodies are telling them whenever they want.

The new product launches will revolutionize the way people access valuable health and wellness information about themselves, giving consumers the information they need anytime, anywhere right at their fingertips. The suite of new technologies in **BodyMedia FIT™ Mobile** includes smartphone apps and a new Armband enabled with *Bluetooth®* wireless technology.

First, for current BodyMedia FIT Armband wearers, free apps launching on October 28<sup>th</sup> will be available on multiple platforms. Supported smartphones will be announced at time of release. These apps will allow users to log their food and see a snapshot of their personal Activity Manager throughout the day including information on physical activity, steps taken, sleep and calorie intake. The information will be based upon the last sync of their Armband to the online BodyMedia FIT Activity Manager, an innovative software program where users can see their calorie intake and burn, physical activity, steps taken and sleep efficiency.

“We often hear that consumers struggle to understand how to make good food and fitness choices throughout the day,” said Christine Robins, CEO, BodyMedia. “Now, with the new launches from BodyMedia, consumers will be able to access up-to-date streams of information to understand one of their bodies' secrets, such as calorie burn, as they go through their day. By transforming their smartphones into a secret weapon for making food and exercise choices, consumers will be able to use BodyMedia FIT's clinically proven technology as a constant motivator to better achieve their goals.”

In addition to the new smartphone apps, BodyMedia is also introducing the new **BodyMedia FIT™ Armband BW**, which utilizes *Bluetooth®* wireless technology. Armband BW sends information to users' fingertips by communicating directly with their smartphone and provides near real-time caloric burn data. Through this new generation technology, users can see their calorie input vs. output and understand their calorie balance by using the app's food logging tool. The app also offers the feature to create a personalized workout based upon users' caloric, activity or step targets.

Consumers can pre-order the **BodyMedia FIT Armband BW** exclusively at [www.amazon.com](http://www.amazon.com) beginning October 31<sup>st</sup> for shipment November 15<sup>th</sup>. **Armband BW** will also be available at BodyMedia.com and other key retailers after November 15<sup>th</sup>. The apps will be available on October 28<sup>th</sup> and offered FREE to current BodyMedia FIT Activity Manager users. More information on supported smartphones will be available by October 28<sup>th</sup>.

**Editor's note:** Chris Robins, CEO BodyMedia is available to speak from the CTIA conference on the overall growth and importance of the body monitoring industry in healthcare today, how the field is changing the way people manage and motivate themselves to achieve their wellness and how partnerships with mobile technology can enhance existing body monitoring technology to develop applications like disease management and remote elder care.

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### **About BodyMedia, Inc.**

When your body talks, BodyMedia listens. BodyMedia has been unlocking and deciphering the patterns 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 live healthier lives. Our patented multi-sensor technology provides comfortable, convenient, continuous body-monitoring that measures physical activity and calories burned with greater-than-90% accuracy.

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 over 250,000 users can take control, stay motivated and reach their health goals. For more information, visit [www.bodymedia.com](http://www.bodymedia.com).