

Driven by customer feedback, BodyMedia, Inc. announces major enhancements and brand change for GoWear fit

- *New product offers improved Activity Manager functionality, navigation and data upload capabilities*
 - *New branding platform reflects leadership position in body monitoring industry*

Pittsburgh, PA (November 17, 2009) – BodyMedia, Inc., the pioneer in developing wearable body monitoring systems, has announced significant upgrades to GoWear fit, its complete weight management system that monitors how an individual's body responds to activity and helps consumers tailor their diet, exercise and sleep to live a healthier lifestyle. As part of an initiative to leverage the brand equity BodyMedia has built over the past 11 years, the company also announced that it is rebranding its GoWear fit product as BodyMedia® FIT.

The new upgrades to the Activity Manager and Armband uploading function deliver a faster and more personalized experience for current users and for those seeking a system to help them lose weight or better understand and manage their overall health.

Delivering real time knowledge of their body, BodyMedia FIT helps users achieve their weight management goals and stay motivated. BodyMedia understands that losing weight is difficult and meeting goals on your own is hard. The company developed its accurate, clinically validated, and patented multi-sensor technology specifically to bring honesty and clarity to their customers' efforts.

"Our customers are passionate about their quest to live a healthier lifestyle and have given BodyMedia tremendously useful feedback on our product," commented Chris Robins, Chief Executive Officer of BodyMedia. "We have listened to their thoughts and incorporated important changes and innovations into the newest version of our Activity Manager, which will make it faster and easier to use."

The BodyMedia FIT 3.0 enhancements include:

A redesigned nutrition tracking interface with expanded and intuitive capabilities:

- Multiple ways to track nutrition, such as daily caloric estimates, meal logging and nutrition assessments;
- The ability to plan meals ahead, move foods from meal to meal, and more easily enter food items from nutrition labels;
- Better visibility into items that impact daily food choices, such as running calorie consumption and individual meal status;
- The ability to view and sort food search results by name, caloric value, or nutrients;
- An expanded food database, the ability to find foods by brand or category, and improved search result relevancy.

A clearer, simplified progress dashboard:

- Users can now track their status accurately and quickly and get answers faster with click through charts and improved navigation.

Faster, easier data uploads with BodyMedia SYNC:

- Uploading data from the system's Armband can now be done in one simple step: plug it in and BodyMedia SYNC automatically launches the Activity Manager and shows battery status.

To enjoy these updates, current GoWear fit users just need to follow the prompts they receive when they first go to www.gowearfit.com or www.bodymedia.com on or after today. To address any questions current users might have, they can refer to the links below or contact BodyMedia's customer service desk.

www.bodymedia.com/Support-Help/Help/Online-Help

www.bodymedia.com/Support-Help/Whats-New/3-0-BodyMedia-FIT-Activity-Manager

As part of an initiative to leverage the brand equity BodyMedia has built over the past 11 years, the company is rebranding its GoWear fit product as BodyMedia FIT. This latest version is based on the same industry-leading technology that BodyMedia has come to be recognized for. In addition to the product updates listed above, users will notice sleek design changes in the Activity Manager that reflect the refreshed brand. Consumers can still purchase GoWear fit at www.bodymedia.com, Amazon.com, Drugstore.com and CVS.com. Current GoWear fit users will not be affected by the brand change.

About BodyMedia, Inc.

Founded in 1999, BodyMedia, Inc. is the pioneer in developing wearable body monitoring systems designed to help people lose weight, improve performance, and live a healthier lifestyle. Our patented multi-sensor technology has been adapted for a variety of markets – consumers, health and fitness clubs, corporate wellness programs, and healthcare practitioners – enabling us to deliver clinically validated products that monitor calorie expenditure, amount of physical activity, number of steps taken, and sleep efficiency. No other comfortable, convenient, continuous body-monitoring products can measure physical activity and calories burned with BodyMedia's greater-than-90% accuracy. For more information, visit www.bodymedia.com or call 412-288-9901.

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