



# News Release

Sprint Nextel  
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## **Sprint and BodyMedia help bring healthier lifestyle within reach with next generation Health and Fitness Devices**

*Partnership illustrates the power of mobility and M2M to revolutionize body monitoring industry*

**OVERLAND PARK, Kan.** – January 3, 2010 – [Sprint](#) (NYSE:S) today announced that it has entered a partnership with BodyMedia that will expand their product portfolio to include embedded devices. BodyMedia, Inc., a pioneer in developing wearable body monitoring and complete weight management systems and a founding Sprint ID partner, currently offers several devices that track an individual's calorie burn, activity levels and sleep to help consumers tailor their habits to lead healthier lives.

As the exclusive wireless provider, Sprint's Now network and location-based services will power this new line of embedded wireless BodyMedia FIT Armbands and future wearable body monitors, set to launch in 2011. The first generation connected Armband will still be worn around the upper left arm to collect health and fitness data, but now it will use the M2M platform to wirelessly send that information to the users' smartphones where mobile application can provide near real-time feedback and analysis.

"Embedded devices with always-on internet connectivity represent the obvious evolution for many of today's WiFi- and Bluetooth-enabled devices," said Wayne Ward, vice president of Emerging Solutions, Sprint. "Sprint has a multi-faceted relationship with BodyMedia; in addition to being a founding Sprint ID partner, the BodyMedia FIT Armband has become an important part of Sprint's employee health and wellness program. We are pleased to assist BodyMedia in the development of these next generation mobile health solutions."

As part of this partnership, Sprint and BodyMedia will also provide a first look at several new smartphone applications and widgets developed for the Sprint BodyMedia ID pack during the 2011 International CES in Las Vegas (Booth 3424, Sports & Fitness Section of Living in Digital Times – North Hall). Through the Sprint ID BodyMedia Pack, users will be able to make use of custom Android applications to see their calorie input vs. output, understand their calorie balance and create personalized workouts based upon caloric activity or step targets. The BodyMedia ID pack will be available during first half of 2011 while the new wireless embedded products will be launched this year.

"BodyMedia chose Sprint for its ability to provide the best in class developer community support, a premier network, as well as the ability to leverage the unique-to-Sprint customer experience through the BodyMedia ID pack," said Christine Robins, CEO of BodyMedia. "We've just taken our first baby-steps into Mobile platforms with the recent launch of our *Bluetooth®*-enabled Armband. With Sprint as our development partner, we now have the opportunity to create an innovative platform of wireless body monitoring systems that will revolutionize the body monitoring industry." Robins continues. "And with Sprint ID, we are excited to offer our community of users entertaining and interactive applications, social media support, and customized widgets that have been developed specifically for the Android operating system in coordination with the Sprint M2M team."



The BodyMedia ID pack will be free and available on three value-priced Android smartphones when activated on an Everything Data plan: LG Optimus S, Sanyo Zio and Samsung Transform. Visit [www.sprint.com](http://www.sprint.com) for current prices. For more information about Sprint ID, visit [www.sprint.com/sprintid](http://www.sprint.com/sprintid).

#### About Sprint Emerging Solutions

Sprint Emerging Solutions Group is an industry leader in M2M and embedded solutions, delivering a full complement of assets critical to successful M2M and embedded solutions deployments. These include: network agnostic capabilities (including 3G, 4G, CDMA, iDEN, and a reliable Tier 1 IP network); specialized industry solutions engineering teams; an open approach to devices and applications through the company's Open Device Initiative, an expansive M2M partner ecosystem; and the ability to provide customers with customized solutions that can include distribution, branding, billing and customer care services. To learn more, view this special ["What if ..." M2M video](#) and visit [www.sprint.com/m2m](http://www.sprint.com/m2m).

**Editor's Note:** Additional information regarding this partnership will be distributed by Sprint ([www.twitter.com/Sprint](http://www.twitter.com/Sprint)) and BodyMedia ([www.twitter.com/BodyMedia](http://www.twitter.com/BodyMedia) and [www.twitter.com/FollowNicsBand](http://www.twitter.com/FollowNicsBand)) during the 2011 International CES in Las Vegas using the hashtag #FollowNicsBand.

#### 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. For more information, visit [www.bodymedia.com](http://www.bodymedia.com).

#### About Sprint Nextel

Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel served more than 48.8 million customers at the end of the third quarter of 2010 and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States; offering industry-leading mobile data services, leading prepaid brands including Virgin Mobile USA, Boost Mobile, Common Cents Mobile and Assurance Wireless; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. *Newsweek* ranked Sprint No. 6 in its 2010 Green Rankings, listing it as one of the nation's greenest companies, the highest of any telecommunications company. You can learn more and visit Sprint at [www.sprint.com](http://www.sprint.com) or [www.facebook.com/sprint](http://www.facebook.com/sprint) and [www.twitter.com/sprint](http://www.twitter.com/sprint).

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