



***Stay Connected With Your Weight Management Plan, Anytime, Anywhere***  
***BodyMedia FIT™ Mobile Announces Launch of the Armband BW with Bluetooth® Wireless Technology***

**(Pittsburgh, Pa – November 15, 2010)** – Would you make different choices about your food and activity levels if you could see your calorie intake and output numbers throughout the day? As the old adage goes, there is power in numbers. Now consumers can access the power of knowing important data about their bodies in real-time with the launch of the **BodyMedia FIT™ Armband BW** from BodyMedia, the pioneers in wearable body monitoring devices.

The new **BodyMedia FIT Armband BW** is available on Amazon.com as well as through the BodyMedia website and represents the first-ever body monitoring Armband that can communicate with a smartphone. Utilizing *Bluetooth®* wireless technology to send information to users' fingertips, the technology communicates directly with a smartphone and provides near real-time caloric burn data, physical activity levels and steps taken, giving consumers valuable information to manage their fitness goals, right on their phones.

"The **BodyMedia FIT Armband BW** is a great example of how consumers can monitor and track their fitness levels with the help of *Bluetooth* wireless technology – and once you start to track your health, you have the power to change your health," said Michael Foley, Ph.D., Executive Director of the Bluetooth Special Interest Group (SIG). "By allowing near real-time monitoring on a mobile phone via *Bluetooth* technology, the **BodyMedia FIT Armband BW** lets users take the wheel on the road to a more active lifestyle. This innovative device brings to life what we have been projecting for *Bluetooth* wireless technology in the health and fitness market."

Through this new generation technology, users can track their [personal fitness](#) goals with calorie input vs. output technology and understand their calorie balance by using the app's food logging tool. The integrated *Bluetooth* App also offers the feature to create a personalized workout based upon users' caloric, activity or step targets.

"One of the reasons that using BodyMedia FIT is helping our users lose three times more weight than if they tried to lose it on their own is the motivational factor that comes from knowing and understanding their body," said Christine Robins, CEO, BodyMedia. "With the launch of the **BodyMedia FIT Armband BW**, powered with *Bluetooth®* wireless technology, consumers will now be able to understand how their food and exercise choices impact their fitness goals throughout the day, giving them the power to better manage their choices and extra motivation to stay on track."

The launch of the **BodyMedia FIT Armband BW** is the latest technology available under the BodyMedia FIT Mobile platform, designed to integrate body monitoring data with smartphones such as iPhone® and Android™ mobile devices. In addition to the **BodyMedia FIT Armband BW**, the line includes free smartphone apps for current BodyMedia FIT Armband wearers. These apps are allowing users to log their food right on their smartphones and see a snapshot of their personal Activity Manager throughout the

day based on the last time they synced their Armband to the online BodyMedia FIT Activity Manager, an innovative software program where users can see their caloric intake, [calories burned](#), physical activity, steps taken and sleep efficiency.

**Editor's note:** Chris Robins, Chief Executive Officer and Ivo Stivorc, Chief Technology Officer are available to speak with the media on how the integration of body monitoring devices and data is changing the landscape of health and wellness as well as a perspective on new markets for body monitoring technology utilizing smartphones as a key information portal.

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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 hundreds of thousands of users can take control, stay motivated and reach their [health and fitness](#) goals. For more information, visit [www.bodymedia.com](http://www.bodymedia.com).