

Fitbug Holdings Plc / Epic: FITB.L / Index: AIM / Sector: Leisure
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**Fitbug Holdings Plc ('Fitbug' or 'the Company')
Launches Fitbug Air - the World's First Bluetooth Low Energy Fitbug
Activity Tracker**

Fitbug Holdings Plc, the AIM listed provider of online personal health and well-being services, is pleased to announce the launch of Fitbug Air, the world's first Bluetooth Low Energy ('BLE') Fitbug activity tracker designed to increase the usability of the Company's product by wirelessly syncing users' data to mobile devices. Fitbug Air provides customers with instant access to their personalised health and wellness programme and Fitbug's motivational tools anywhere, at any time.

Fitbug Air offers seamless, wireless connectivity to the latest generation of mobile devices, including smartphones, such as the Apple iPhone 4S and the recently launched iPhone 5, Bluetooth 4.0-enabled tablets such as the new iPad and the recently updated iPod Touch. Connectivity to other leading Bluetooth 4.0-enabled smartphones such as the Samsung Galaxy S III will follow later in the year.

Activity levels can be continuously uploaded without the need for cables, receivers or constant computer access. Additionally, the low energy nature of the technology enables months of continuous usage (up to six months), eliminating the regular need to recharge or replace the battery. The Company has ensured that the Fitbug Air is very competitively priced in comparison to other online activity tracking and device programmes. 12 months of access to its premium personalised health and wellness coaching services is priced at just £64.99. Fitbug also offers the option to spread the cost and pay monthly as little as £29.99 up front.

Paul Landau, Fitbug Chief Executive said, "We are very excited about the launch of the Fitbug Air, the world's first BLE Fitbug activity tracker which increases the competitiveness of our offering and gives our customers greater freedom to pursue a healthier life. With the accelerating shift to mobile, and with insurance companies and corporations looking for more flexible ways to monitor and stimulate exercise amongst its customers and employees, this launch positions Fitbug very strongly to capitalise on the growing demand for mobile-compatible fitness programmes."

Further Information

Using a highly accurate 3-axis accelerometer, the Fitbug Air records through a variety of measures including steps taken, calories burned, and distance covered. It then uses that information to create personalised daily activity and healthy eating targets. The service dynamically adapts based on a user's goals and their activity and nutrition achievements, so that members can gradually build realistic changes into their lives. Fitbug also encourages users to hit 'aerobic step' targets, which are activities that are more than 10 minutes in duration. The goal is to help users improve the quality of their daily steps, in addition to accruing more steps, over time, each day. Users can also record other types of activities, such as swimming, cycling, yoga and gardening in their account on fitbug.com. In this way, users can see the total impact of all their activity on their health routine.

Fitbug Air is available in three colours - white, pink and aubergine (near black). It offers multiple data upload modes, using the full capability of a mobile device's display so that users have the flexibility to get the feedback they need, when they need it. Users can send their data to their account on demand or have it streamed in real time. Depending on usage, the battery lasts for up to six months and is easily replaced. Mobile connectivity means users can also share their successes through social

media sites including Facebook and Twitter straight from their Fitbug account.

The Fitbug Air will be available during October but can be pre-ordered online at www.fitbug.com. The Company also has a variety of options for those consumers who don't have a Bluetooth 4.0-enabled device, including a wired USB device.

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