

Fitbug Holdings Plc / Epic: FITB.L / Index: AIM / Sector: Leisure

9 January 2013

Fitbug Holdings Plc ('Fitbug' or 'the Company')

Launches Three New Innovative Products at the Consumer Electronic Show

Fitbug Holdings Plc, the AIM listed provider of online personal health and well-being services, is delighted to announce the launch of three innovative, Bluetooth-compatible products at the Consumer Electronics Show ('CES') in Las Vegas, a major technology-related trade show.

- 'Fitbug Orb' -The first button-sized, Bluetooth Smart, wireless Fitbug activity tracker with seven wear options, a choice of colours, the ability to track sleep and a US price of \$49.99
- 'Fitbug Wow' - Bluetooth Smart Scales, US price of \$79.99
- 'Fitbug Luv' - Bluetooth Smart Blood Pressure Monitor, US price of \$119.99

The unveiling of these new products, which follows swiftly on the back of the launch of Fitbug Air, the world's first Bluetooth Low Energy Fitbug activity tracker (see announcement dated 17 September 2012), is a significant step for Fitbug. The Company now has a fully integrated range of mobile health products in line with its strategy to increase its presence in the Connected Health Market, which is particularly buoyant in the US.

Using the Bluetooth Smart wireless protocol, all three products increase the usability of the Company's technology by offering seamless, wireless connectivity to the latest generation of [mobile devices](#), including smartphones such as the Apple iPhone 4S and the recently launched iPhone 5. It can also connect to Bluetooth 4.0-enabled tablets such as the new iPad and the recently updated iPod Touch. This provides customers with instant access to their personalised health and wellness programme and Fitbug's motivational tools anywhere and at anytime. Activity levels, weight and blood pressure can be continuously uploaded and monitored without the need for cables, receivers or constant computer access. Additionally, the low energy nature of the technology enables months of continuous usage, eliminating the regular need to

recharge or replace the battery. Connectivity to other leading Bluetooth 4.0-enabled smartphones such as the [Samsung Galaxy S III](#) will follow shortly. Devices will be ready to ship in Q2 2013 and the Company will continue to focus upon expanding its innovative product suite and will make an announcement at the appropriate time.

The products have been received very positively at CES, where Health Connectivity and Mobile Health (mHealth) is one of the top themes this year. Indeed leading business magazine Forbes predicted in a feature article (dated 2 January 2013) that 2013 would be 'The Year of Digital Health', driven by a convergence of technology, consumer and payor interest, and health reform. Leading industry commentators, including Engadget, PC World, The Verge, Gizmo report, and CNet, have commended the products' versatility, with particular praise being given to the Fitbug Orb's choice of seven wear options, sleep tracking capability and market leading sub \$50 price point.

Paul Landau, Fitbug Chief Executive said, "We are very excited about the launch of these [new devices](#) and the exposure the Company is enjoying at CES. Together with Fitbug Air, Fitbug now has a family of fully integrated mobile health products, which provide a dynamic and user-friendly way of tracking activity levels, weight and blood pressure. 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, together with growing consumer and retail interest, these product launches position Fitbug very strongly as we continue to capitalise on the growing demand for mobile-compatible health programmes."

****ENDS****

For further information visit www.fitbugholdings.com or contact:

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Notes

Fitbug is a leading provider of online health and well-being services to help individuals to improve their lifestyles by making realistic changes to their daily routine. It combines activity tracking devices, which download to fitbug.com to provide an understanding of each user's daily activity achievements, with web technology which provides users with personalised weekly activity and nutrition targets, feedback, advice and encouragement.

Key market sectors include health insurance and rewards providers, workplace health programmes, Primary Care Trusts, fitness operators and consumers. Increasingly, Fitbug's platform acts as the driving force behind third party services such as white label sites, activity driven games and challenge microsites and rewards programmes.

The Company's main focus is now on building strategic partnerships with organisations, with the United States as a key market, which can integrate Fitbug into their own service/product offerings or resell to their customer base. Visit www.fitbug.com for more information.

The Fitbug business was founded by Paul Landau, CEO of Fitbug Limited. Fergus Kee, Executive Chairman of the Company is the former Managing Director of Bupa's £2.1 billion turnover UK and North American Division.