

Fitbug Holdings Plc / Epic: FITB.L / Index: AIM / Sector: Leisure  
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**Fitbug Holdings Plc ('Fitbug' or 'the Company')  
Signs Partnership Deals with Three Leading Wellness Businesses**

Fitbug Holdings Plc, the AIM listed provider of online personal health and well-being services, is pleased to announce that it has signed partnership agreements with three leading wellness businesses in line with its strategy to increase its presence in the Connected Health Market, which is particularly buoyant in the US.

**Highlights**

- Alliance Marketing Agreement with MyFitnessPal, the leading US based nutrition and fitness tracking app, to consolidate its food diary capabilities with Fitbug's activity tracking capabilities - access to more than 30 million people
- Agreement with Redbrick Health ('Redbrick'), a leading consumer health engagement and behaviour change technology provider, to integrate Fitbug data with Redbrick's tracking, social challenge and rewards engine
- Partnership with wireless health innovator ConnectedHealth Pte. Ltd ('ConnectedHealth') to combine both companies' consumer health and fitness monitoring solutions with a focus on the US and Asian markets.
- The agreements offer the potential to grow the Company's customer base significantly

Paul Landau, Fitbug CEO, said "These three new working partnerships clearly demonstrate the appeal and relevance of Fitbug's digital health platform in both B2C and B2B scenarios. MyFitnessPal, RedBrick Health and ConnectedHealth are highly respected organisations and leaders in their fields, and I am confident that by uniting our services we can provide a competitive offering which will increase our global reach as we continue to build our revenue growth."

MyFitnessPal is the leading nutrition and fitness tracking app. Powered by more than 30 million people, US based MyFitnessPal has developed a searchable food database of over 2.5 million items, allowing nutrition tracking. Under the terms of the Alliance Partner Marketing Agreement Fitbug will be promoted to MyFitnessPal customers. Users of both systems will be able to link their accounts to consolidate key information from both sources, including MyFitnessPal's widely adopted food diary and Fitbug's advanced activity tracking capabilities. This integration will provide one-stop online or mobile access to relevant data from either Fitbug or MyFitnessPal.

US based Redbrick Health is a fast-growing leader in consumer health engagement and behaviour change technology. Serving large, self-insured employers and strategic distribution partners, RedBrick recently announced record client growth in 2012. Its blue-chip clients include market leaders in the hospitality, consumer electronics, high-tech, consulting, media, manufacturing and financial services industries. Under the agreement Fitbug will join the Redbrick Health partner certification programme -

Redbrick Ready. Redbrick Ready will allow Fitbug to reach the rapidly growing network of Redbrick participants and client organisations, with Fitbug data automatically integrated into Redbrick's tracking, social challenge and rewards engine.

Singapore based ConnectedHealth is a wireless health innovator committed to developing health monitoring connectivity solutions that drive down health care costs by improving patient compliance. Under the partnership ConnectedHealth and Fitbug will provide combined consumer health and fitness monitoring solutions, with a focus on the US and Asian markets.

**\*\*ENDS\*\***

For further information visit [www.fitbugholdings.com](http://www.fitbugholdings.com) or contact:

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## **Notes**

### **About Fitbug**

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](http://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.

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. For more information visit [www.fitbug.com](http://www.fitbug.com).

### **About MyFitnessPal**

MyFitnessPal makes good health available to all. Powered by more than 30 million people, MyFitnessPal is the leading free resource to take charge of daily health. Partnering with top brands, including Fitbug, runtastic and Endomondo, and featuring a database of over 2.5 million foods, MyFitnessPal provides real-time nutrition and fitness tracking, insights and community support. MyFitnessPal's free and easy to use technology works seamlessly across Android, iOS, Blackberry, Kindle and Windows apps, in addition to the web. MyFitnessPal is headquartered in San Francisco,

California, USA. For more information visit [www.myfitnesspal.com](http://www.myfitnesspal.com).

**About Redbrick Health**

Redbrick is a health engagement technology company that helps employers reinvigorate their health and wellness programs. The company combines financial accountability, clinical and behavioural insight, social and game mechanics and powerful data analytics to create a personalised and persuasive experience delivered through the web, mobile and live interactions. As a result, Redbrick drives healthy behaviours, better outcomes, and stronger returns on everyone's investment in health. The company serves large, self-insured employers and strategic distribution partners and is headquartered in Minneapolis, USA. For more information visit [www.redbrickhealth.com](http://www.redbrickhealth.com).

**About ConnectedHealth Pte. Ltd**

ConnectedHealth is a wireless health innovator committed to developing health monitoring connectivity solutions that drive down health care costs by improving patient compliance. ConnectedHealth's eHealth Platform product is the first to provide an end to end connected solution for remote health management. ConnectedHealth sells its eHealth Platform to health care providers who seek to reduce the cost of patient care by keeping patients that can be cared for remotely out of hospitals. For more information visit [www.connhealth.com](http://www.connhealth.com).