

22 October 2014

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

**Fitbug to be stocked by leading US and UK retailers - Target and Sainsbury's  
Two largest retail deals to date**

Fitbug Holdings Plc, the AIM listed provider of online personal health and well-being services, is pleased to announce that the US retail chain Target Corporation (Target) and UK supermarket J Sainsbury plc (Sainsbury's) will stock Fitbug products in their wearables ranges from November 2014. These represent Fitbug's largest retail sales agreements worldwide to date.

Target, one of the largest retailers in the US, is an upscale discount chain with approximately 1,800 stores which also operates an online business, Target.com. Fitbug products will be stocked in all of Target's US stores from November 9th 2014 and on Target.com.

In addition, Sainsbury's has agreed to stock Fitbug products in 293 stores from November 9<sup>th</sup> 2014.

Malcolm Fried, CEO, said "We are delighted to have Fitbug products stocked by retailers of the quality, reputation and scale of Target and Sainsbury's."

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

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

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**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 the Fitbug app and fitbug.com to provide an understanding of each user's daily activity achievements, with mobile and web technology which provides users with personalised weekly activity and nutrition targets, feedback, advice and encouragement.

Key market sectors and distribution channels include retail, health insurance and rewards providers, workplace health programmes, 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. An important part of the Company's focus is on building strategic partnerships with organisations which can integrate Fitbug into their own service/product offerings or resell to their customer base. The Company has operations in the UK, Australia and Asia, with the United States remaining the primary market. For more information, visit [www.fitbug.com](http://www.fitbug.com).