

28 October 2014

Fitbug Holdings Plc ('Fitbug' or 'the Company')
Statement re: Share Price

Fitbug Holdings Plc, the AIM listed provider of online personal health and well-being services, notes the recent move in its share price which followed the announcement of 22 October 2014 regarding the stocking of Fitbug products in Target Corporation and J Sainsbury plc. The Company wishes to announce that it continues to trade in line with the Board's expectations and will make further announcements when appropriate.

****ENDS****

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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.