

28 October 2014

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

Further to the announcement of 12.03pm today, the Company wishes to make it clear that it knows of no reason for the move in its share price other than its agreements with Target Corporation and J Sainsbury plc to stock Fitbug products in their stores, as announced on 22 October 2014.

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

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

Paul Landau/Andrew Brummer	Fitbug Holdings Plc	020 7449 1000
Mark Percy Catherine Leftley Katie Ratner	Cantor Fitzgerald Europe	020 7894 7000
Claire Louise Noyce	Hybridan LLP	0203 713 4580
Elisabeth Cowell Charlotte Heap	St Brides Media & Finance Ltd	020 7236 1177

## **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).