

05 November 2014

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

Fitbug Holdings Plc, the AIM listed provider of online personal health and well-being services, wishes to announce that Geoffrey Simmonds, Non-Executive Director, has agreed to step down from the Board with immediate effect. The Board would like to thank Geoffrey for his 10 years of service to Fitbug.

****ENDS****

For further information visit 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.