

19 December 2014

Fitbug Holdings Plc ('Fitbug' or 'the Company')
New Retail and Marketing deals agreed with Amazon, Best Buy.com and Target

Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, is pleased to announce that it has agreed a number of new contracts which will positively impact its sales for both the Fitbug Orb wearable device and Kiqplan, its 12 week coaching system. In addition, the Company provides an update on its marketing plans for January 2015, designed to take advantage of the New Year's resolution season.

- Bestbuy.com, the leading American online consumer electronics retailer, has agreed to sell Fitbug Orb and Kiqplan as part of its wearable range from January 2015
- Amazon.co.uk has agreed to expand its range of Fitbug products to include Kiqplan and has agreed a marketing programme for the New Year
- US retailer, Target, and Fitbug have also agreed a January 2015 marketing plan to promote both Orb and Kiqplan propositions. The plan will feature both digital marketing on Target.com and the Target Cartwheel app, in addition to in-store support.
- A wider US and UK PR and marketing programme has been finalised for both the Fitbug Orb and Kiqplan, commencing January 2015. This campaign will feature digital media in the US and digital and print media in the UK.

Ash Bendelow, Managing Director of the Company's marketing agency, Brave, said, "Fitbug has a very clear and distinctive vision with ambitious plans that we are very excited to be part of."

These contracts and plans will scale up Fitbug's retail sales and marketing programme in line with the strategy announced by the Company as part of its recent fundraise. Additionally, Fitbug will be attending the Consumer Electronics Show ('CES') in January 2015 to promote the Fitbug Orb and Kiqplan products and will announce a number of enhancements to Kiqplan at the show.

Paul Landau, Founder and CEO of Fitbug Limited said, "2015 will be an exciting year of great opportunity for Fitbug. We are very focussed on scaling up our future

growth to meet accelerating demand for wearable technology and complementary products."

****ENDS****

For further information visit www.kiqplan.com or www.fitbugholdings.com or contact:

Paul Landau Andrew Brummer	Fitbug Holdings Plc	020 7449 1000
Mark Percy Catherine Leftley	Cantor Fitzgerald Europe	020 7894 7000
Claire Louise Noyce William Lynne Niall Pearson	Hybridan LLP Broker and advisor to the placing	0203 713 4580 0203 713 4582 0203 713 4583
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. Its "Kiqplan"TM digital health coaching platform is designed to make wearable technology relevant to new audiences and take the "so what?" out of activity tracking by providing structured action plans to help people get fitter, lighter and lead happier, healthier lives.

Key market sectors and distribution channels include retail, health insurance and rewards providers, workplace health programmes, fitness operators and consumers. Increasingly, Fitbug's platforms act 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 and www.kiqplan.com.