

23 January 2015

**Fitbug Holdings Plc ('Fitbug' or 'the Company')**  
**Kiqplan to be Official Fitness Plan Partner of Cancer Research UK's Race for Life 2015**

Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, is pleased to announce a partnership with Cancer Research UK as the Official Fitness Partner of Race for Life 2015.

Under the terms of the partnership, Fitbug will provide customised Race for Life 5k and 10k Kiqplans designed to help women of all ages, shapes, sizes and levels of athletic ability to get battle-ready for race day. These new plans will be promoted by Race for Life to the 500,000+ women who annually take part in nearly 300 events that run across the UK every spring and summer. This partnership is in line with Fitbug's previously announced strategy to increase its market profile as it moves to scale up the business.

Race for Life is Cancer Research UK's largest flagship women-only fundraising event in the UK. It is a series of 5k, 10k and Pretty Muddy events to help raise vital funds to fight over 200 types of cancer that affect both men and women. Since Race for Life started in 1994, an incredible 7.7 million women have taken part and raised more than £690 million to fund Cancer Research UK's lifesaving research.

Rachel Carr, head of event marketing and sponsorship at Cancer Research UK's Race for Life said, "We're delighted to be partnering with Fitbug, who will be bringing a wealth of fitness expertise to help our army of women get race ready. Whether you walk, jog or run, Race for Life is a great way to help you stay active, and with Fitbug on our team we'll be stronger than ever to take the fight to cancer."

Paul Landau, Founder and CEO of Fitbug Limited said, "Race for Life is a really important fundraising event and we are very proud to be its Official Fitness Partner. It is a great opportunity to promote Fitbug and Kiqplan products to an amazing community of women doing their bit to fight cancer."

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

For further information visit [www.kiqplan.com](http://www.kiqplan.com) or [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. Its "Kiqplan"<sup>TM</sup> 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](http://www.fitbug.com) and [www.kiqplan.com](http://www.kiqplan.com).

For media enquiries about Cancer Research UK or Race for Life please contact Janelle Butterfield or Jenna Coles on 020 3469 5153/ 8076 or email [janelle.butterfield@cancer.org.uk](mailto:janelle.butterfield@cancer.org.uk) / [jenna.coles@cancer.org.uk](mailto:jenna.coles@cancer.org.uk)

## About Race for Life

- Cancer Research UK's Race for Life, in partnership with Tesco is now open for entry
- The entry fee is £14.99 for adults and £10 for girls 16 and under. This covers the costs of staging the event series and means that money raised in sponsorship can go to help beat cancer

- Race for Life's Pretty Muddy is open to adults and girls 13 and over
- Race for Life raises money that goes towards beating over 200 types of cancer affecting both men and women
- Enter now at [www.raceforlife.org](http://www.raceforlife.org) or via the hotline on 0300 123 0770

### **About Cancer Research UK**

- Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research.
- The charity's pioneering work into the prevention, diagnosis and treatment of cancer has helped save millions of lives.
- Cancer Research UK receives no government funding for its life-saving research. Every step it makes towards beating cancer relies on every pound donated.
- Cancer Research UK has been at the heart of the progress that has already seen survival rates in the UK double in the last forty years.
- Cancer Research UK supports research into all aspects of cancer through the work of over 4,000 scientists, doctors and nurses.
- Together with its partners and supporters, Cancer Research UK's vision is to bring forward the day when all cancers are cured.

For further information about Cancer Research UK's work or to find out how to support the charity, please call 0300 123 1861 or visit [www.cancerresearchuk.org](http://www.cancerresearchuk.org). Follow us on Twitter and Facebook