

27 January 2015

Fitbug Holdings Plc ('Fitbug' or 'the Company')
Update re. Legal Action Against Fitbit Inc

Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, has today learnt that in its trademark dispute against Fitbit Inc, the District Court for the Northern District of California, San Francisco Division has granted summary judgment in Fitbit's favour on the defence of laches (an unreasonable delay by the plaintiff in bringing the claim).

Fitbug is currently in discussions with its legal advisors and is considering its options.

****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.