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Fitbug Holdings Plc ('Fitbug' or 'the Company')
**FITBUG ORB AND KIQPLAN TO BE STOCKED BY LEADING US MIDWEST
RETAILER**

Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, is pleased to announce that leading US Midwest retailer "Meijer" will stock the Fitbug Orb and eight Kiqplans from April 2015.

Headquartered in Grand Rapids, Michigan, Meijer, Inc. is a large regional American hypermarket chain with over 200 stores. It will stock the Fitbug Orb in three colours and eight Kiqplan programmes. Importantly Meijer plans to dedicate a two foot aisle section to specifically support Kiqplan with full dedicated Point of Sale (POS) material. Meijer has placed an opening stock order of US\$83,000 and product will be carried in 219 stores.

Paul Landau, CEO of Fitbug Limited said: "This is a great opportunity which we are confident will strengthen sales and brand awareness by bringing the full Kiqplan and Fitbug range together with new Kiqplan packaging and really strong POS material."

****ENDS****

For further information visit www.kiqplan.com or 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"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.