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FITBUG HOLDINGS PLC
Fitbug Appeals Decision On Fitbit Trademark Infringement

Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, has today filed an appeal of the recent decision by the District Court for the Northern District of California Northern concerning its trademark dispute against Fitbit Inc.

The Fitbug case against Fitbit alleges trademark infringement and unfair competition and will now be appealed to the 9th Circuit. Fitbit denied the allegations and successfully defended the claim before the District Court based on a laches defence.

The company also continues to progress separate trademark actions in the UK and EU against Fitbit, applying to cancel Fitbit's EU trademark registration and defending the company's earlier UK trademark registration.

Paul Landau, CEO of Fitbug. Limited said: "We have discussed the US case with our legal advisors and believe we have strong grounds for appeal. The central issue remains the likelihood of confusion. The company believes that only an injunction precluding the use of the Fitbit mark will eliminate the potential for confusion."

****ENDS****

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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.