

EmpowHER Media Launches BodyMedia® FITness Challenge to Inspire Healthy Lifestyles for Women in 2012

Leading Social Health Company for Women Partners with Pioneer in Wearable Body Monitoring Systems to Promote and Encourage Healthy Living in 2012

SCOTTSDALE, AZ (February 8, 2012) – [EmpowHER](#), an award-winning social health company for women, today announces a new fitness program in partnership with body monitoring pioneer BodyMedia, Inc – the [EmpowHER BodyMedia FITness Challenge](#). The new program promotes the idea of healthy living by sharing the first-person experiences of several fitness and lifestyle bloggers using the BodyMedia FIT™ Armband to monitor their daily activity levels and eating habits. The goal is to educate as well as inspire women to take advantage of new strategies to maintain their health in 2012 and beyond.

“Let’s face it - women are often too busy to keep track of the fitness and nutrition choices they make on a daily basis,” said [Michelle King Robson](#), EmpowHER Media’s Founder, Chair and CEO. “Through this FITness challenge and the subsequent stories shared by the blogger participants, we hope to show how women can make smarter and healthier choices just by taking the time to monitor their daily stats. This program aims to show how a device like the BodyMedia FIT Armband can make tracking this type of information virtually effortless -- thereby, helping millions of women not only stick to their New Year’s resolutions, but take charge of their own health and wellness over the long term.”

The BodyMedia FIT Armband captures over 5,000 data points per minute through a proprietary four-sensor system that tracks calories burned, steps taken, levels of physical activity and sleep patterns that affect health and weight. A companion online Activity Manager stores that data; allows users to set individualized activity goals and document daily food intake; and provides individual feedback to help users stay on track with personal weight-loss and fitness goals.

Each blogger who participates in the EmpowHER BodyMedia FITness Challenge will wear the BodyMedia FIT Armband each day as directed, and record her experiences in weekly blog posts to be shared with both EmpowHER audiences and their own readers over a six-week period.

Influential bloggers taking part in the EmpowHER BodyMedia FITness Challenge include:

- [Jess Milcetic](#)
- [Barbara Davis](#)
- [Kristen Mercier](#)
- [Brittany Davila](#)
- [Emily Passini](#)
- [Ann Olson](#)

“Most women have no idea how many calories they burn on a daily basis, not to mention how many they take in,” said Christine Robins, CEO of BodyMedia. “We are collaborating with EmpowHER on this diary project to help teach women that making small, healthier choices every day can have a big effect on their overall health and wellness.”

[Click here](#) to view this release on EmpowHER.com and share it with your social networks.

About EmpowHER Media

[EmpowHER Media](#) is an award-winning, HON-certified, social health company for women. The Company’s flagship and Top 5 women’s health and wellness site and community -- EmpowHER.com -- is the home for female health consumers on the web with a unique consumer value proposition of social community and premium, original women’s health and wellness content. Health care professionals, brands and agency professionals rely on EmpowHER Media

for reaching the most influential health and wellness buyer on the Internet -- women. EmpowHER expects to reach more than 60 million women onsite and through syndication in 2011, and more than 250 million in 2012.

About BodyMedia, Inc.

When your body talks, BodyMedia listens. BodyMedia has been unlocking and deciphering secrets of the body since 1999. Headquartered in Pittsburgh, PA, BodyMedia is the pioneer in developing and marketing wearable body monitors that equip consumers with information they can use to make sweeping changes to their own health and wellness beginning with weight management and soon to include management of other conditions affected by lifestyle choices. The BodyMedia platform is the only system of its kind that is registered with the FDA as a Class II medical device and that has been clinically proven to enhance users' weight loss by up to three times.*

For more information, visit www.bodymedia.com.

*Data on file.

EmpowHER Press Contact

Lauren Moye, EmpowHER – (971) 832-1456, lmoye@empowher.com

BodyMedia Press Contact

Molly Antos, SS PR – (847) 415-9327, mantos@sspr.com