

FOR IMMEDIATE RELEASE  
OCTOBER 2011



## A NEW CONSTANT COMPANION

BodyMedia® Enlists America's Toughest Trainer, Jillian Michaels, as a Brand Partner

**BodyMedia, Inc.** is thrilled to announce the country's premier health and wellness coach, **Jillian Michaels**, as its latest brand partner. **BodyMedia** is now giving users yet another reason to put on the **Armband** and take off the pounds by enlisting America's Toughest Trainer into its corner.

A fitness expert, life coach and co-host on the Emmy award winning syndicated daytime series **THE DOCTORS**, Michaels is now an official endorser of the multi-sensor **BodyMedia FIT Armbands**. Clinically proven to improve weight loss by 3x\*, Michaels sees it as the most powerful weight loss tool in the market, period:

*"I'm very excited to be teaming up with BodyMedia FIT," said Jillian Michaels. "Knowledge plays a crucial role in fitness and health, and the BodyMedia FIT system is an essential tool in any effort to lose weight, get in shape and maintain your weight loss. It is the ideal way to track calories, activity, sleep, and more, and the only body monitoring weight loss tool on the market that I recommend."*

The **BodyMedia FIT Armband** captures over 5000 data points per minute using four sophisticated sensors. The online component of the **BodyMedia** system takes full spectrum of fitness to the next level, allowing users to monitor aspects of their daily routine that are essential to healthy living. As someone who has consistently promoted the importance of accountability and a balanced lifestyle, Michaels' affinity for the **BodyMedia FIT** system and relationship with the brand developed naturally.

*"We are thrilled to count Jillian Michaels as our newest brand partner," stated Christine Robins, CEO of BodyMedia. "She embodies the healthy living platform BodyMedia stands for and we are proud to be endorsed by such a leader in the fitness field."*

In addition to being an avid supporter of the current **BodyMedia FIT** system, Michaels will join forces with **BodyMedia** in the coming months to unveil a co-branded program that will give **FIT** fans even more ways to tune into healthy living and enjoy the brand's industry-leading accuracy. Michaels will be using her expertise to help the unparalleled technology become anyone's fitness coach!

*"BodyMedia FIT and Jillian Michaels are the perfect combination," said Giancarlo Chersich, Co-Founder and CEO of Empowered Media. "Jillian's expertise, inspiration and unique brand of motivation combine with the sophisticated data capturing technology of the BodyMedia FIT system to pack a powerful one two punch in the quest to achieve any fitness goal. We are thrilled to partner with the BodyMedia FIT team."*

Power up success with **BodyMedia FIT Armbands** that measure motion, heat flux, skin temperature, and galvanic skin response to help users track results, set individualized activity goals, log daily food intake, and monitor sleep efficiency through the online component of the **BodyMedia** system, the **Activity Manager**. In addition to the classic Armband, the line of **BodyMedia FIT Armbands** includes the **CORE** and the **LINK** models. Recently launched last week, the **CORE Armband** is a third smaller in overall volume compared to previous **BodyMedia FIT Armbands**. The **LINK Armband** (previously known as the BW) utilizes **Bluetooth®** wireless technology to communicate directly with a smartphone and provides near real-time caloric burn data, physical activity levels and steps taken.

**BodyMedia FIT Armbands** are available online at [www.bodymedia.com](http://www.bodymedia.com) and select retailers. Prices range from \$179.99 - \$249.99 and include a FREE trial period subscription to the **Activity Manager** (various options available).

For more information on BodyMedia, please contact Caryn Schoenbeck or Lindsay Alix of Skirt PR at 773.661.7000 or [cschoenbeck@skirtpr.com](mailto:cschoenbeck@skirtpr.com) / [lalix@skirtpr.com](mailto:lalix@skirtpr.com)

### 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. Since our inception,

we have given people the power of decoding their body's secrets and the ability to leverage that information to make sweeping changes to their own health and wellness.

What separates BodyMedia from other all-day body monitors is our commitment to deliver the highest level of accuracy outside of a lab and our unflinching resolve to clinically prove that our products deliver the benefits that we say they do. In fact, our system is registered with the FDA as a Class II medical device. The BodyMedia system has been proven to enhance users' weight loss by 3X\* Future applications will address a broad range of therapeutic conditions and special populations. For more information, visit [www.bodymedia.com](http://www.bodymedia.com).

\*Data on file.

### **About Empowered Media**

Empowered Media, LLC operates the Jillian Michaels wellness brand. Co-founded by Jillian Michaels and her business partner, Giancarlo Chersich, the company operates as life architects whose sole mission is to inspire individuals to empower themselves to seek healthier, active lives. The products marketed are part of the total life solution platform created by the Jillian Michaels philosophy. America's premier health and wellness coach, Michaels is a *New York Times* best-selling author, entrepreneur and co-host of the syndicated daytime series *The Doctors*. Michaels is also a passionate advocate, fighting to invoke important changes in all aspects of health and wellness. Michaels' newest bestselling book, UNLIMITED: HOW TO BUILD AN EXCEPTIONAL LIFE, is available now wherever books are sold. For more information about Jillian Michaels please visit [www.jillianmichaels.com](http://www.jillianmichaels.com).