



CORE POWER

BodyMedia® Introduces the Sleeker BodyMedia FIT™ CORE Armband

Pittsburgh, PA (Sep 27, 2011) – Getting to the CORE of a healthy lifestyle just got easier. **BodyMedia**, the pioneer in body monitoring weight management systems, is proving that good things *do* come in small packages. Launching today, the **BodyMedia FIT CORE Armband**, small in stature but big in building a healthier lifestyle, is an enlightening gadget that gives FIT fans the tools to take off the pounds and get to the CORE of the issue when it comes to their health.

With the launch of the new **CORE Armband**, users can take workouts to the next level, in a smaller and more lightweight package. Debuting today, the **CORE Armband** is a third smaller in overall volume compared to previous **BodyMedia FIT Armbands**. Capturing over 5000 data points per minute using four sophisticated sensors, this seriously smart device tracks everything from calories burned, steps taken, to levels of physical activity to sleep. **BodyMedia FIT Armbands** give you the most accurate calorie burn in the market, and the technology used in the BodyMedia system has been clinically proven to improve weight loss by 3x!*

The **CORE Armband** stays charged for four to six days, making it easy to stay centered and ready to go throughout the week. Smaller in size, but just as powerful, the **CORE Armband** acts as a compact companion that decodes daily activity to provide users with personalized data to create a unique fitness plan to help achieve fitness and nutrition goals.

Complementing the arrival of the new **CORE Armband**, a new and improved version of the easy-to-use **Activity Manager** will be unveiled by the end of 2011. The online component of the **BodyMedia** system takes personalized fitness to the next level, allowing users to set individualized activity goals, log daily food intake, and track sleep efficiency with the click of a button. The retooled **Activity Manager** will feature an increased level of accuracy from **BodyMedia's** already industry-leading standard for such activities as walking, running and road biking, as well as high intensity workouts. The enhanced **Activity Manager** will also include heart rate monitoring data, when uploaded from a 3rd party device.

Alongside the upcoming Activity Manager refresh, BodyMedia is also introducing the new **BodyMedia FITcoach** that provides personalized feedback based on individual consumer sensor data and goals. The **BodyMedia FITcoach** includes the user's projected daily energy expenditure to predict whether a user is falling short, right on track, or beating their target for his or her daily calorie burn. This intelligent feedback engine also provides personalized comments so a user can reach their fitness goals if they are falling behind.

The **BodyMedia FIT CORE Armband** is now available online at www.bodymedia.com and select retailers. It retails for \$179.99 and includes a FREE trial period subscription to the **Activity Manager** (various options available).

For more information on BodyMedia, please contact Caryn Schoenbeck or Lauren Berg of Skirt PR at 773.661.7000 or cschoenbeck@skirtpr.com / lberg@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.

*Data on file.