

BodyMedia welcomes Christine Robins as new Chief Executive Officer

- *Former Philips and SC Johnson executive brings global product innovation, brand management and marketing expertise to company*

PITTSBURGH, PA (August 31, 2009) – BodyMedia, Inc., the pioneer in developing wearable body monitoring systems, today announced that Christine “Chris” Robins has joined the company as Chief Executive Officer.

Ms. Robins brings to the organization a wealth of experience in global business and brand management as well as a keen understanding of marketing and product innovation. Ms. Robins comes to BodyMedia from Seattle, where she most recently served as President and Chief Executive Officer of Philips Oral Healthcare/Vice President of Philips Electronics. In this role, Ms. Robins led Philips’ global oral care business, specifically overseeing the Sonicare® line of power toothbrushes, including the launch of the fourth generation of that product in 2007. During her tenure, the oral care business realized market share growth, annual double digit sales growth and leading profit levels. Prior to Philips, Ms. Robins held a variety of category and brand management positions at SC Johnson, during which she launched five new products and piloted an industry-innovative approach to product sustainability.

“We are very pleased to have an executive of Chris’ caliber join BodyMedia; her proven leadership style and skills complement the BodyMedia staff well” said Jay Katarincic, a member of BodyMedia’s Board of Directors and Managing Director of Draper Triangle Ventures. “After an exhaustive national search, I am confident that Chris has the right combination of experience, passion, consumer market awareness, and management expertise that will be required to guide BodyMedia through its next phase of growth.” Mr. Katarincic has been serving as BodyMedia’s interim Chief Executive Officer since August 2008 and led the national search to fill the position.

“It is truly an honor to be entrusted with the leadership of BodyMedia, which I firmly believe has developed technology that is game-changing in the health and wellness arena,” commented Ms. Robins. “BodyMedia has an extremely strong position to build upon and tremendous opportunity to expand its product offerings to help people achieve their personal weight and fitness goals and ultimately lead a healthier lifestyle. I look forward to being part of that process. I was attracted to the company because it offers me the chance to leverage my marketing experience in both the consumer and professional markets, and be part of a business that affects positive change in consumers’ lives. That personal impact is important to me.”

Ms. Robins graduated from the University of Wisconsin at Madison with a Bachelors Degree in Business Administration - Marketing and Finance, and earned her Masters Degree in Business Administration from Marquette University. She is a member of Philips' Women's and Alumni Networks; she is also a strong supporter of and participant in the American Heart Association's Heartwalk, the organization's premier fundraising event. Ms. Robins is a certified grant maker for the Make-A-Wish Foundation and volunteered for Junior Achievement; she is a former member of the Board of Directors of The Wild Space Dance Company in Milwaukee.

Ms. Robins is in the process of relocating to Pittsburgh with her husband and two young children.

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About BodyMedia, Inc.

Founded in 1999, BodyMedia, Inc. is the pioneer in developing wearable body monitoring systems that are designed to help people lose weight, improve performance, and live a healthier lifestyle. Our patented multi-sensor technology has been adapted for a variety of markets – consumers, health and fitness clubs, corporate wellness programs, and healthcare practitioners – enabling us to deliver validated products that monitor calorie expenditure, amount of physical activity, number of steps taken, and sleep efficiency. No other comfortable, convenient, continuous body-monitoring products can measure physical activity and calories burned with BodyMedia's greater-than-90% accuracy. For more information, visit www.bodymedia.com or call 412-288-9901.